

# Curriculum Knowledge Map



Year 10	AUTUMN		SPRING		SUMMER	
	CSP: Online Social Media	CSP: Music Videos	CSP: Advertising	CSP: Magazines	CSP: Newspapers	CSP: Radio
<p><b>Declarative</b> <i>What should they know?</i></p>	<p>4 Concepts: Audience. Media Language. Representation Industry</p> <p>How has Marcus Rashford (You Tube, Twitter, Instagram).</p> <p>Recall CSP Film Industry How are different films funded, distributed and promoted? <b>Analyse.</b> <i>I, Daniel Blake</i> (2016). <i>Black Widow</i> (2021).</p>	<p>2 concepts: Industry Audience</p> <p>How are music videos constructed to engage its target audience? What influence does the record label have over a band’s promotion?</p>	<p>2 Concepts: Media Language. Representation</p> <p>How are print advertisements constructed to communicate their meaning to the audience?</p>	<p>2 Concepts: Media Language. Representation</p> <p><i>How does the front page of Heat Magazine and Tatler Magazine communicate meaning to the audience?</i></p>	<p>4 Concepts: Audience. Media Language. Representation Industry</p> <p>How do different papers address their target audiences?</p>	<p>2 concepts: Industry Audience</p>
<p><b>Procedural</b> <i>What should they be able to do?</i></p>	<p>consider the role of reality Television and concept of ‘Celebrity’ as a modern phenomenon Rep of gender &amp; ethnicity</p>	<p>Analyse each music video and link to Audience Gratification &amp; Audience Positioning. Consideration of culture, sexuality and gender in video games. Considering the role of and need for video regulation.</p>		<p><b>Analyse.</b> Front cover of <i>Tatler</i> January 2021 Front cover of <i>Heat Magazine</i> 21-27 November 2020</p>	<p><b>Analyse.</b> <i>Daily Mirror</i>: Friday 3<sup>rd</sup> March 2021.  <i>The Times</i>: Friday 5<sup>th</sup> March 2021. Considering the political and cultural significance of choices made by newspaper editors/ owners.</p>	<p>How has radio provision for a teen market developed from BBC Radio 1 in 1967 to KISS FM</p>



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<b>Disciplinary Literacy (Tier 3 Vocab)</b>	<p><i>Convergence.</i> <i>Gender Identity.</i> <i>Cultural phenomenon.</i> <i>Commercial Brand.</i></p> <p><i>Guerrilla Marketing.</i> <i>Marketing.</i> <i>Distribution.</i> <i>Critical Reception.</i></p>	<p>Intertextuality <i>Constructed.</i> <i>Authentic.</i> <i>Niche.</i> <i>Mainstream</i></p>	Necro-advertising	<p><i>Publishing House.</i> <i>Consumer.</i> <i>Circulation.</i> <i>Semiotic Analysis.</i></p>	<p><i>Spin.</i> <i>Regulation.</i> <i>Ownership.</i> <i>Copy.</i> <i>Anchoring Text.</i></p>	<p><i>Audience positioning.</i> <i>Public Service.</i> <i>Reithian Ideal.</i> <i>Needletime.</i></p>
<b>Assessment</b>	Extended writing	Prog check	Extended writing	Prog check	Extended writing	Prog check

Year 11	AUTUMN		SPRING		SUMMER	
	CSP: Videos Games	CSP: Television	NEA Exam prep	NEA Exam prep	Revision	



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<p><b>Declarative</b> <i>What should they know?</i></p>	<p>2 concepts: Industry Audience</p> <p>Recall CSP: Social Online Media</p>	<p>2 concepts: Industry Audience</p> <p>How does the historical and social context impact on the technical quality of television drama, and the representation of different groups?</p> <p><b>Analyse.</b> Doctor Who (1963) Episode 1: <i>An Uearthly Child</i>. <i>His Dark Materials</i> Series 2: Episode 1</p> <p><b>Create.</b> Script a short scene, using the conventions of 1960s dialogue and technical codes.</p>				
<p><b>Procedural</b> <i>What should they be able to do?</i></p>	<p>Discuss How have video games developed to reflect a change in the market?</p>					
<p><b>Disciplinary Literacy (Tier 3 Vocab)</b></p>	<p><i>Reinforce.</i> <i>Conform.</i> <i>Feminist reading</i></p>	<p><i>Hybrid.</i> <i>Preferred reading.</i> <i>Cultural significance.</i> <i>Linear/ non-linear narrative.</i> <i>Realistic/ Idealistic Representation.</i> <i>Subvert.</i></p>				



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<b>Assessment</b>	Extended writing	Mock Exam Paper 1	Mock Exam Paper 2			

