



Archbishop Beck Catholic College

Media - Scheme of work

Year 12 - Unit 1

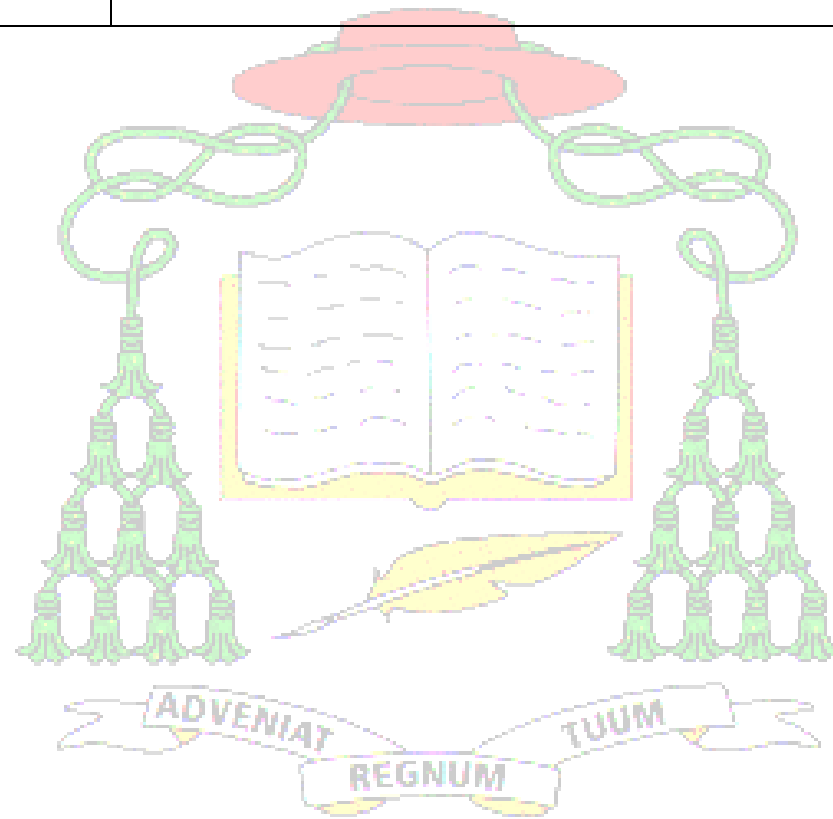


| Lesson Sequencing | The High 5 lesson | Challenge learning opportunities |
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| <p data-bbox="100 438 795 518">Learning Outcome 1 - Understand the ownership models of media institutions.</p> <p data-bbox="100 558 795 837">Lesson 1 - Introduction Lesson 2 - Distribution Lesson 3 - Disney case study Lesson 4 - Types of Company Lesson 5 - How Companies Operate Lesson 6 - Job Roles Lesson 7 - LO1 assessment</p> | <p data-bbox="795 438 1570 598">Consolidation- Brainstorming and mindmap sessions to summarise the prior learning and the previous lessons objectives. Use of mini-quizzes to test knowledge and assess areas of weakness from prior lessons,</p> <p data-bbox="795 598 1570 837">Modelling-Wide variety of modelling techniques depending on the nature of the main task being set. This will include a range of past-paper questions selected to ensure students are fully aware of the expectations. Also model answers based on previous mark schemes.</p> <p data-bbox="795 837 1570 1125">Response and Feedback- Question and answer sessions to be used in starter activities regularly. Learners will respond by reacting to the regular feedback they receive through assessment. Green pen will be used on each of the end of learning outcome assessments for students to be able to assess and improve their own progress.</p> <p data-bbox="795 1125 1570 1332">Challenge- Relevant extensions tasks for each lesson. This might be a further question to be addressed or research based tasks using ICT. Many YouTube videos available where students can stretch and consolidate their own knowledge.</p> <p data-bbox="795 1332 1570 1364">Independence - Homework booklets to be issued</p> | <p data-bbox="1570 438 2094 518">Use of revision guide containing extension questions</p> <p data-bbox="1570 558 2094 638">Use of abhsmedia.eu for keyword and past paper questions.</p> <p data-bbox="1570 678 2094 798">Extension questions available each lessons to ensure learners are fully stretched.</p> |

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| | <p>throughout the year. Use of a departmental website to ensure the ability to move ahead will encourage students to think and work independently.</p> | |
| <p>Learning Outcome 2 - Understand how media products are advertised and distributed</p> <p>Lesson 1 - Types of advertising Lesson 2 - Digital VS Traditional Advertising Lesson 3 - Distribution in depth Lesson 4 - Digital and Physical Distribution</p> | <p>Consolidation - Brainstorming and mindmap sessions to summarise the prior learning and the previous lessons objectives. Use of mini-quizzes to test knowledge and assess areas of weakness from prior lessons,</p> <p>Modelling -Wide variety of modelling techniques depending on the nature of the main task being set. This will include a range of past-paper questions selected to ensure students are fully aware of the expectations. Also model answers based on previous mark schemes.</p> <p>Response and Feedback - Question and answer sessions to be used in starter activities regularly. Learners will respond by reacting to the regular feedback they receive through assessment. Green pen will be used on each of the end of learning outcome assessments for students to be able to assess and improve their own progress.</p> <p>Challenge - Relevant extensions tasks for each lesson. This might be a further question to be addressed or research based tasks using ICT. Many YouTube videos available where students can stretch and consolidate their own knowledge.</p> <p>Independence - Homework booklets to be issued throughout the year. Use of a departmental website</p> | <p>Use of revision guide containing extension questions</p> <p>Use of abhsmedia.eu for keyword and past paper questions.</p> <p>Extension questions available each lessons to ensure learners are fully stretched.</p> |

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| | <p>to ensure the ability to move ahead will encourage students to think and work independently.</p> | |
| <p>Learning Outcome 3 - Understand how meaning is created in media products</p> <p>Lesson 1 - Intro and Visual Codes Lesson 2 - Technical Conventions and editing Lesson 3 - Use of Audio Techniques Lesson 4 - Narrative Lesson 5 - Genre Lesson 6 - Representation</p> | <p>Consolidation - Brainstorming and mindmap sessions to summarise the prior learning and the previous lessons objectives. Use of mini-quizzes to test knowledge and assess areas of weakness from prior lessons,</p> <p>Modelling -Wide variety of modelling techniques depending on the nature of the main task being set. This will include a range of past-paper questions selected to ensure students are fully aware of the expectations. Also model answers based on previous mark schemes.</p> <p>Response and Feedback - Question and answer sessions to be used in starter activities regularly. Learners will respond by reacting to the regular feedback they receive through assessment. Green pen will be used on each of the end of learning outcome assessments for students to be able to assess and improve their own progress.</p> <p>Challenge - Relevant extensions tasks for each lesson. This might be a further question to be addressed or research based tasks using ICT. Many YouTube videos available where students can stretch and consolidate their own knowledge.</p> <p>Independence - Homework booklets to be issued throughout the year. Use of a departmental website to ensure the ability to move ahead will encourage</p> | <p>Use of revision guide containing extension questions</p> <p>Use of abhsmedia.eu for keyword and past paper questions.</p> <p>Extension questions available each lessons to ensure learners are fully stretched.</p> |

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| <p>Learning Outcome 4 - Understand the target audiences of media products.</p> <p>Lesson 1 - Demographics and Audience Lesson 2 - Audience Uses</p> | <p>Consolidation - Brainstorming and mindmap sessions to summarise the prior learning and the previous lessons objectives. Use of mini-quizzes to test knowledge and assess areas of weakness from prior lessons.</p> <p>Modelling -Wide variety of modelling techniques depending on the nature of the main task being set. This will include a range of past-paper questions selected to ensure students are fully aware of the expectations. Also model answers based on previous mark schemes.</p> <p>Response and Feedback - Question and answer sessions to be used in starter activities regularly. Learners will respond by reacting to the regular feedback they receive through assessment. Green pen will be used on each of the end of learning outcome assessments for students to be able to assess and improve their own progress.</p> <p>Challenge - Relevant extensions tasks for each lesson. This might be a further question to be addressed or research based tasks using ICT. Many YouTube videos available where students can stretch and consolidate their own knowledge.</p> <p>Independence - Homework booklets to be issued throughout the year. Use of a departmental website to ensure the ability to move ahead will encourage students to think and work independently.</p> | <p>Use of revision guide containing extension questions</p> <p>Use of abhsmedia.eu for keyword and past paper questions.</p> <p>Extension questions available each lessons to ensure learners are fully stretched.</p> |
| <p>Learning Outcome 5 - Be able to evaluate</p> | <p>Consolidation - Brainstorming and mindmap sessions</p> | <p>Use of revision guide containing</p> |

research data used by media institutions

Lesson 1 - Research Methods

Lesson 2 - Purposes of Research

Lesson 3 - Analysing Data

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Modelling - Wide variety of modelling techniques depending on the nature of the main task being set. This will include a range of past-paper questions selected to ensure students are fully aware of the expectations. Also model answers based on previous mark schemes.

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extension questions

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Learning Outcome 6 - Be able to evaluate legal, ethical and regulatory issues associated with media products

Lesson 1 - Censorships

Lesson 2 - Effects Debate

Lesson 3 - Media Regulation

Consolidation - Brainstorming and mindmap sessions to summarise the prior learning and the previous lessons objectives. Use of mini-quizzes to test knowledge and assess areas of weakness from prior lessons.

Modelling -Wide variety of modelling techniques depending on the nature of the main task being set. This will include a range of past-paper questions selected to ensure students are fully aware of the expectations. Also model answers based on previous mark schemes.

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