Y11 HT4 – Adverts, Film Industry & Crime Drama

This half term we will be revising three key areas. We will be revising adverts and film industry , that you studied in year 10, and crime drama. We will revise key information for each set text but our focus will be on writing exam responses. You already have a good understanding and knowledge of your set texts and therefore exam practise is more important at this point.

Set Texts:
- *Quality Street Advert (media language)*
- *This Girl Can Advert (media language)*
- *Spectre (focus on industry only)*
- *Luther Series 1, Episode 1 (Media Language and Contexts)*

What do I need to understand for this topic?

Key vocabulary, context of the set texts, codes and conventions, connotations/ denotations, semiotic analysis, male gaze theory and feminism, representation of social groups, audience theories and the production of film.

How will I know how to I am successful?

We will complete practise exam questions and plans in class that you will be able to assess using a success criteria. We will also explore good examples together as a class so that you can reflect on your own work.

How will I practise writing exam responses?

We will write some plans and responses together to help guide you before you write them independently. You will utilise your knowledge of writing for other units to help you approach these questions.

How will I be assessed?

You will have two exam questions formally assessed.
Thursday 3rd March - Media Language (Adverts) - During P 6/7/8 - 15 minutes
Thursday 17th March - Industries (Film) - During P12/13/14 - 20 minutes

What will I study?

Adverts

- This Girl Can
- Quality Street

Media language:
- Images
- Layout
- Text
- Conventions
- Colour

Key Theory:
- Hypodermic Needle Theory
- Semiotics
- Male Gaze Theory
- Propp's Narrative Theory
- Uses and Gratification Theory
- Reception Theory

Film Industry

- Spectre

Media Industries
- Pre production, production & post production
- Regulation
- Company structure and revenue
- Audience

Key Theory
- Active/ Passive Audiences
- Semiotics
- Male Gaze Theory
- Propp's Narrative Theory
- Uses and Gratification Theory

Crime Drama

- Luther

Media Language
- Images
- Layout
- Text
- Conventions
- Colour

Media Contexts
- Social contexts
- Historical contexts (The Sweeney)

Key Theory
- Semiotics
- Male Gaze Theory
- Propp's Narrative Theory
- Uses and Gratification Theory
- Active/ Passive Audiences