

Y10 HT1 Advertisements

This half term we will be studying the advertising industry. We will look at how advertisements use media language to appeal to target audiences. We will look at how advertising has changed and consider society's views and the influence that this has on advertising. We will analyse the set texts: *Quality Street* (1956) and *This Girl Can* (2015) looking at media language, conventions and representation.

Set Texts:

Quality Street (1956)

This Girl Can (2015)

What do I need to understand for this topic?

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

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 practice writing an IP?

You will plan and write responses thinking about representation and media language used in advertisements.

How will I be assessed?

Your ability will be assessed through exam based questions (two this half term).

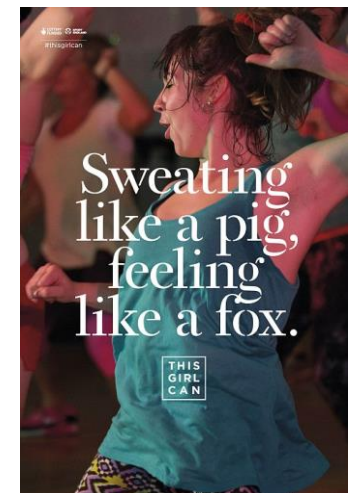
What will I study?

Quality Street (1956)



Context
Camera Shots
Representation
Media Language
Conventions

This Girl Can (2015)



Context
Camera Shots
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