


<b>Vocab</b> 
advertising
semiotic
code
marketing
representation
context

# Learning Journey: Year 10 Advertising and Marketing

**Big Idea:** Marketing is manipulation

## What are we learning?

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) as well as film posters for James Bond from a marketing perspective. We will be looking at media language, conventions and representation.

## Employability Skills:

1) What is advertising & marketing?



3) Representation



2) Semiotics, codes & conventions



8) Analysis of set text: *Quality Street*



4) Narratives



5) Formative Assessment: Annotation of unseen advert

9) Analysis of set text: *This Girl Can*



12) Summative Assessment: Exam Question /15 & Knowledge Check



11) Marketing & Film Posters

Think BIG

CHASE  
Dreams

SUCCEED  
TOGETHER