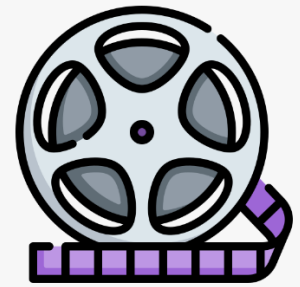




# OCR GCSE Media Studies Course Overview



## Component 1

Television and Promoting Media

(1 Hour 45 Minutes)

70 Marks

9 Questions

### Section A

Television:

'Vigil' and 'The Avengers'



### Section B

Promoting Media:

'The Lego Movie'



## Component 2

Music and News

(1 Hour 15 Minutes)

70 Marks

10 Questions

### Section A

Music:

Study two music videos;

'Mojo' magazine



### Section B:

Newspapers:

'The Observer'



**The Observer**

## Component 3

Creating Media

30% of your grade

Completion of brief set by exam board. This will be completed in HT5 and HT6 of Year 10.



# Learning Journey:

## Year 10 Promoting Media: The Lego Movie

### Big Idea:



How do advertising and marketing strategies shape consumer behaviour and societal values?

### What are we learning?

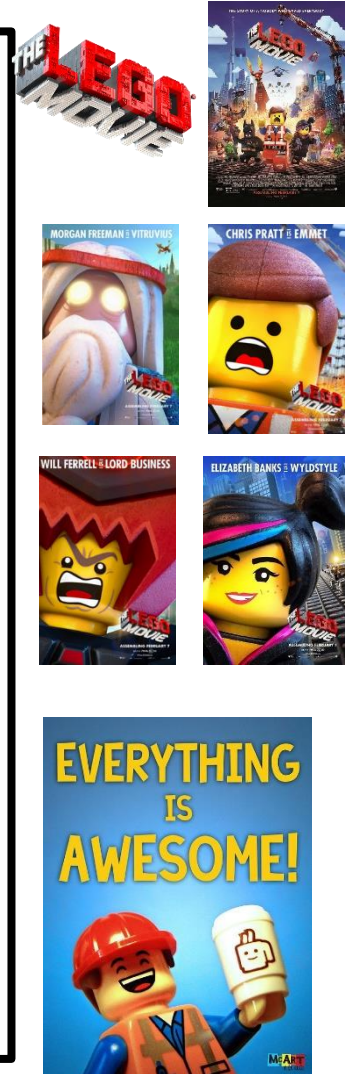
This half term we will be studying the advertising industry.



We will look at how advertisements use media language to appeal to target audiences.

We will look at how advertising is used to promote focusing on media language, conventions and representation.

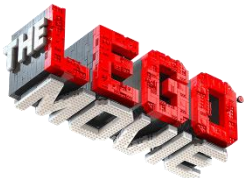
- 1) Advertising and marketing
- 2) Targeting audiences
- 3) Film poster conventions
- 4) Set text: Lego Movie Poster
- 5) Set text – Vitruvius
- 6) Set text – Emmett
- 7) Set text – Lord Business
- 8) Set text – Wyldstyle
- 9) Formative assessment
- 10) Lego movie trailer
- 11) Lego movie trailer
- 12) Lego movie trailer
- 13) Summative assessment



Think BIG

CHASE  
Dreams

SUCCEED  
TOGETHER



# GCSE Media Studies Knowledge Organiser

## Year 10 Promoting Media: The Lego Movie



Which RAIL areas does this topic cover?	
Representation	gender, ethnicity, age
Audience	how audiences are targeted and how they react.
Industries:	how industries work together
Media Language	how promotional materials have been constructed

<b>Blumler and Katz Audience Theory</b>	
Personal Identity	
Information	
Entertainment	
Social integration	

Media Language Glossary		
Key Word	Description	Example
Convention	Typical features of genre or product.	Horror films conventionally feature a villain and low key lighting
Denotation	The surface meaning of a sign – what you see.	A gun in a film poster being held by the character.
Connotation	The deeper meaning of a sign	Gun signifies action and violence. The character holding the gun is the hero/villain.
Signifies	What something suggests.	The gun signifies violence.
Sign	An element in a media product that is used to communicate something.	Low key lighting is a sign of a dark theme/story
Polysemic	A sign can have many different connotations depending on the audience	The colour red could connote danger or passion or anger. The colour red is therefore polysemic.
Audience reception	How the audience receive/interpret the meaning of the sign.	Media producers want audiences to accept and agree with their messages. Audiences will either agree with, reject or negotiate the dominant messages.
Stereotypical	A widely held and over simplified image or idea of a particular type of person or thing.	Boys stereotypically like sports, cars and video games. Girls stereotypically like the colour pink, fashion and make up.
Active vs passive audience	Active is when an audience is engaging, interpreting, and responding to media messages and are able to question the message. Passive is when an audience accepts a message without question.	A passive viewer watches a game; an active viewer plays the game.
intertextuality	Explicit intertextuality is when one text is explicitly replicated, either through a remake	Disney fairytales e.g. Cinderella, Beauty and the Beast

### Propp's Theory of Narrative

