

Year 11 Media Studies | Term 2

How is new media shaping and transforming our lives?

Topic Overview: Topic: Online, social and participatory media (In-depth CSPs).

Students will explore online, social and participatory media products and platforms; how technology has evolved to enable us to access such content instantly at our fingertips. Students will further their understanding of the entire theoretical framework as the Close Study Products for this topic are in -depth.

Students will experience analysing pop cultural phenomenons such as Kim Kardashian, Lara Croft and Zoella in terms of their vast range of media output that they are linked to such as vlogging and videogames. Students will then investigate the role of institutions in producing this idea of 'celebrity' and their impact on society.

	Lesson Exploration	Lesson Experience(s)	Knowledge & Skills	Key Words
Week 1: Lesson 1	How to be a successful YouTuber?	Students will analyse YouTuber vlogs whilst identifying the conventions and by analysing using media language.		Sci-Fi / Fantasy Narrative Stereotypes Codes and Conventions BBC Male gaze theory reception theory mise en scene cinematography
Week 1: Lesson 2	How has Zoella gained such a huge following?	Students will analyse the psychographics and demographics of Zoella's target audience.		
Week 2: Lesson 1	How does Zoella portray herself in her posts?	Students will analyse how Zoella carefully self represents herself in her vlog posts and other forms of media output.		
Week 2: Lesson 2	How has Zoella become a millionaire?	Students will explore the Zoella brand in terms of her successes as a business.		

Week 3: Lesson 1	How can Lara Croft Go be recognised as a successful mobile game?	Students will explore the historic significance of the Tomb Raider franchise and analyse elements of the game using media language.		
Week 3: Lesson 2	How does Lara Croft Go use representations?	Students will analyse the representations of people, places and events within the game.		
Week 4: Lesson 1	How does Lara Croft Go appeal to an audience?	Students will analyse the psychographics and demographics of Lara Croft Go.		
Week 4: Lesson 2	How does Lara Croft Go sit within the ever growing gaming industry?	Students will investigate the game makers Square Enix and how successful the game was for them.		
Week 5: Lesson 1	How do the wider contexts in the online and video game markets impact society?	Students will experience the wider social, cultural and historical contexts of video games.		
Week 5: Lesson 2	How can we draw similarities and differences between the three protagonists (Lara Croft, Kim Kardashian and Lara Croft)?	Students will experience drawing up comparisons between the three female protagonists		

Week 6: Lesson 1	TRY NOW	TRY NOW		
Week 6: Lesson 2	TRY NOW	TRY NOW		

Literacy Links	Numeracy Links
<p>Literacy, in particular the understanding of key terminology, will be examined through check out questions and during the lesson every lesson.</p> <p>Furthermore, students will encounter subject-specific command verbs regularly and within this topic will be examined of their understanding of the following terms: Identify, describe, discuss, explain, suggest, evaluate and justify</p>	<p>There are many examples where numbers feature heavily in media close study products (CSPs) and the reader often doesn't use or question the reliability of those numbers.</p> <p>The opportunities to bring numeracy into Media Studies is evident in: pixel size and dpi in production; circulation figures of newspapers and magazines; increases and decreases as percentages in sales figures; box-office gross versus production budget; followers on social media platforms; years between comparative products or between technological change.</p>