



Subject: English Year 7

Spring Half Term 1, 'Read all about it!'

Media

| Overarching Topic: | | | |
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| <p>Why is this topic being studied at this time?</p> <p>How does it fit into the wider subject curriculum?</p> | <p>Why do some newspapers look the same while others appear completely different? Who is reading them, and why? In this half-term, you will be introduced to the all-important techniques of print media, looking at not only newspapers, but also a variety of different non-fiction forms: leaflets, packaging and adverts in both television and print form. You will develop your analytical skills and then apply your understanding of print media to the planning, preparation and pitching of your very own advertising campaign.</p> <p>While analytical skills continue to be vital across the curriculum as students aim to understand the writer's craft, persuasive speaking and writing is integral to other subjects such as discussion-led PRE lessons . Texts will also support the Geography department's study of Britain's North-South divide and how Britain's social and cultural values are reflected in the media. As a visual medium, the study of print media will also complement the work students undertake in their Art lessons as they consider the connotations of colour and Abstract imagery.</p> | | |
| | Critical | Core | Pinnacle |
| <p>The Big Questions (What questions will students be able to answer upon mastery of the topic?)</p> | <ul style="list-style-type: none"> • What is non-fiction? • What are the different forms of media? • How are they different? • What is audience? • What is purpose? • What are hyperbole, rhetorical questions, alliteration, direct address, facts, opinions and emotive language? • What are dashes and | <ul style="list-style-type: none"> • Who are different audiences? • What is connotation and denotation? Why is this important in the media? • Which language techniques are used to persuade? • How are the language techniques used? • What are the different sentence types? • How do text types persuade audiences and inform? • How do we construct an analytical paragraph? | <ul style="list-style-type: none"> • How do texts persuade audiences from social demographics? • What is Britain's North-South divide? • How do texts use cultural signifiers? • Is it right to use stereotypes when advertising products? • Are our perceptions of target audience constantly changing? |

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| | brackets? <ul style="list-style-type: none"> • How are they used? | | |
| The Key Skills/ Techniques | The sophistication and application of skills will become more advanced as students' progress through the critical, core and pinnacle knowledge. | | |
| | Skill/Technique | How will this skill be developed? | |
| | Critical analysis | <ul style="list-style-type: none"> • Understand key terms and definitions with examples • Identify in a text • Explain how they are effective | |
| | Presentation Skills | <ul style="list-style-type: none"> • Listening to peers • Oracy • Co-ordination and teamwork | |