

Scheme of Learning: Online, Social and Participatory Media

Topic Sequence:							
1	2	3	4	5	6	7	8
Semiotics and Representation	Media Theory	The Film Industry	Magazines and Newspapers	TV and the Sci-Fi Genre	Advertising	Online, Social and Participatory Media	Radio and Music Videos

Topic Overview:

These three CSPs are the final three described by the exam board as ‘in-depth’, meaning that they are assessed through all four elements of the theoretical framework. Having already studied these four elements in both the Newspapers/Magazines and TV units, at the beginning of the course, and previously respectively, the pupils should be able to continue to analyse the media products in using all four headings. By this point, they should be able to do a piece of work, and reverse-engineer it to suggest which title of the theoretical framework the work applies to, without a teacher’s help. The pupils begin by looking at Marcus Rashford, before moving on to Kim Kardashian and finally Lara Croft. The unit is completed with a slightly different knowledge test, as it consists of three sections of seven questions. This is followed by a Media Paper 1 Section A, in order to continue building the pupils’ familiarity with the exams and question styles.

Lesson Sequence:

Having discussed the four areas of the theoretical framework – Media Language, Audiences, Industries and Representations in the previous unit, there is no introductory lesson to this unit. The pupils will dive straight into analysing Marcus Rashford’s brand and media presence, and how this has been carefully cultivated and developed through both his sport and political activism. This section of the unit explores in detail what his image is, how this image has been created and maintained, and how this media is controlled.

Kim Kardashian: Hollywood is a different media product, a game in which the player aims to become as famous as possible. The pupils go from the political activism of Marcus Rashford, to this game which is emblematic of our obsession with celebrity culture. Pupils will need to be able to apply media theories of narrative to the product as it reflects our consumerist culture and, along with other platforms Kardashian uses, demonstrate how technological developments in the media are being exploited by famous people for commercial gain and to increase their public profile.

Like *KK:H, Lara Croft Go* is an online game which is part of the *Tomb Raider* franchise. The pupils look at the development of the video game industry, along with Croft as a character. She has polarised opinions; some view her as a positive female role model, but others have criticised her appearance. However, the pupils must understand the commercial success of the franchise in terms of how ‘gaming’ has transcended gender since its inception, and how it is a multi-platform success.

The latter two CSPs are shorter than Marcus Rashford as they are not as ‘fluid’ in terms of their online presence; as games, they are fairly fixed and not as affected by current affairs/societal changes as Marcus Rashford.

There is a 21 question knowledge test after completion of the study of CSPs, with seven questions focused on each CSP. Finally, the pupils will undertake a Media Paper 1 Section A, which features questions on these CSPs.

Sequence of Lessons:		Topic Resources:	
1-10	Marcus Rashford lessons	Knowledge Map:	All knowledge maps (in-depth CSP) and accompanying guides.
		Close Study Products:	Marcus Rashford, Kim Kardashian: Hollywood, Lara Croft GO
11-15	Kim Kardashian: Hollywood lessons	Assessment:	
		Knowledge:	Lesson 22 features a recap of the three CSPs, along with a 21 question (three sets of seven questions) multiple choice knowledge test.
16-21	Lara Croft GO lessons	Application of Knowledge:	Pupils will answer a Media Paper 1 Section A question, analysing the CSPs in terms of their contexts and the theoretical framework.
		Supportive Reading, linking to Toynbee Literacy and Reading Policy:	
22	Revision and Knowledge Test	Lessons 1 - 10	Ian King – <i>Marcus Rashford and Manchester United are Better Together</i>
		Lessons 11-15	Chelsea Ritschel – <i>Kim Kardashian Sparks Backlash After Claiming She’s Set ‘Attainable’ Beauty Standards</i>
23	Media Paper 1 Assessment Questions	Lessons 16-21	Lara Croft Info Booklet
		Lesson 22	Deborah Glasofar and Claude Mellins – <i>Just How Harmful is Social Media?</i>