

# Scheme of Learning: Radio and Music Videos

## Topic Sequence:

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

## Topic Overview:

This unit groups the final four CSPs by the theme of music, beginning with a comparison of modern, urban-themed station KISS FM and the launch of BBC Radio 1 back in 1967. The pupils will complete a comparison chart to apply knowledge of these CSPs. From there, they will look at the history of music videos and how artists use them to communicate with their audiences. All four CSPs are assessed in the Media Industries and Media Audiences elements of the theoretical framework, and each will be studied in terms of their historical, cultural and social contexts. Additionally, the radio CSP work will include exploration of the political contexts, too.

## Lesson Sequence:

The pupils begin with six lessons on KISSFM's breakfast show. They will look at what KISS FM is, the conventions of radio broadcasting (with particular reference to a 'breakfast show'), as well as the conglomerate of Bauer Media Group, linking back to their work in the Newspapers/Magazines and Film Industry units. Elements of Media as a business are particularly important, and we will look at acquisitions, audiences, brand synergy and cross-platform services. Funding and regulation are then explored, highlighting the difference between commercial radio and government-funded radio, like the BBC's services.

This is followed by a set of lessons on the launch show of BBC Radio 1 in 1967. The pupils will again look at funding and regulation, and how this contrasts with KISSFM. This unit allows further study into the history of radio as a medium, and how it has changed over the years to provide different services and appeal to different audiences in line with the BBC's charter. The relationship with the government will also be explored, as the radio lessons must also consider the political contexts of these CSPs. We will also use some skills of evaluation in this unit, suggesting whether the BBC's strategy was a success and why.

Alongside the multiple-choice knowledge test, the unit is assessed with a comparison chart, in which the pupils will highlight the similarities and differences between the two radio shows, in terms of their production, their content and their contexts.

From there, the pupils move onto a study of music videos. This unit is quite short, as much of the material has already been taught and covered; it just needs to be applied to the context of a music video rather than a radio show. The students will have to know the history of music videos, and how they have been used by artists over the years. They will then look at Blackpink, their commercial success and how they have been marketed, before studying the Arctic Monkeys and how they achieved their success in a very different way. This unit is assessed through an exam style question, asking how music videos reflect changes in cultural values.

## Sequence of Lessons:

Sequence of Lessons:		Topic Resources:	
<b>1-6</b>	KISSFM Breakfast Show Lessons	<b>Knowledge Map:</b>	1. Knowledge Map: Industries, Audiences <b>Close Study Products:</b> KISS Radio Breakfast Show, Radio 1 Launch (1967), Arctic Monkeys – IBYLGOTD, Blackpink – HYLTY?
<b>7-11</b>	Radio 1 Launch Show Lessons	<b>Assessment:</b>	
<b>12</b>	Introduction to Music Videos	<b>Knowledge:</b>	20 question multiple choice knowledge test covering both radio and music videos.
<b>13</b>	Blackpink Lesson 1	<b>Application of Knowledge:</b>	1. Comparison chart of both Radio CSPs 2. Exam-style question: <i>How does a music video represent a change in cultural values?</i>
<b>14</b>	Blackpink Lesson 2	<b>Supportive Reading, linking to Toynbee Literacy and Reading Policy:</b>	
<b>15</b>	Arctic Monkeys Lesson 1	<b>Lesson 1</b>	<i>Absolute Radio</i> Media Pack
<b>16</b>	Arctic Monkeys Lesson 2	<b>Lessons 2-6</b>	<i>KISS Radio</i> Media Pack
<b>17</b>	Additional Lesson if Required	<b>Lessons 7-11</b>	Nostalgia Central – <i>A Brief History of Radio 1</i>
<b>18</b>	Assessment Lesson	<b>Lesson 13</b>	Kat Moon – <i>Everything to Know about K-Pop Group Blackpink</i>
		<b>Lesson 15</b>	Rob Fitzpatrick – <i>The Roots of...Arctic Monkeys</i>