

LEARNING JOURNEY

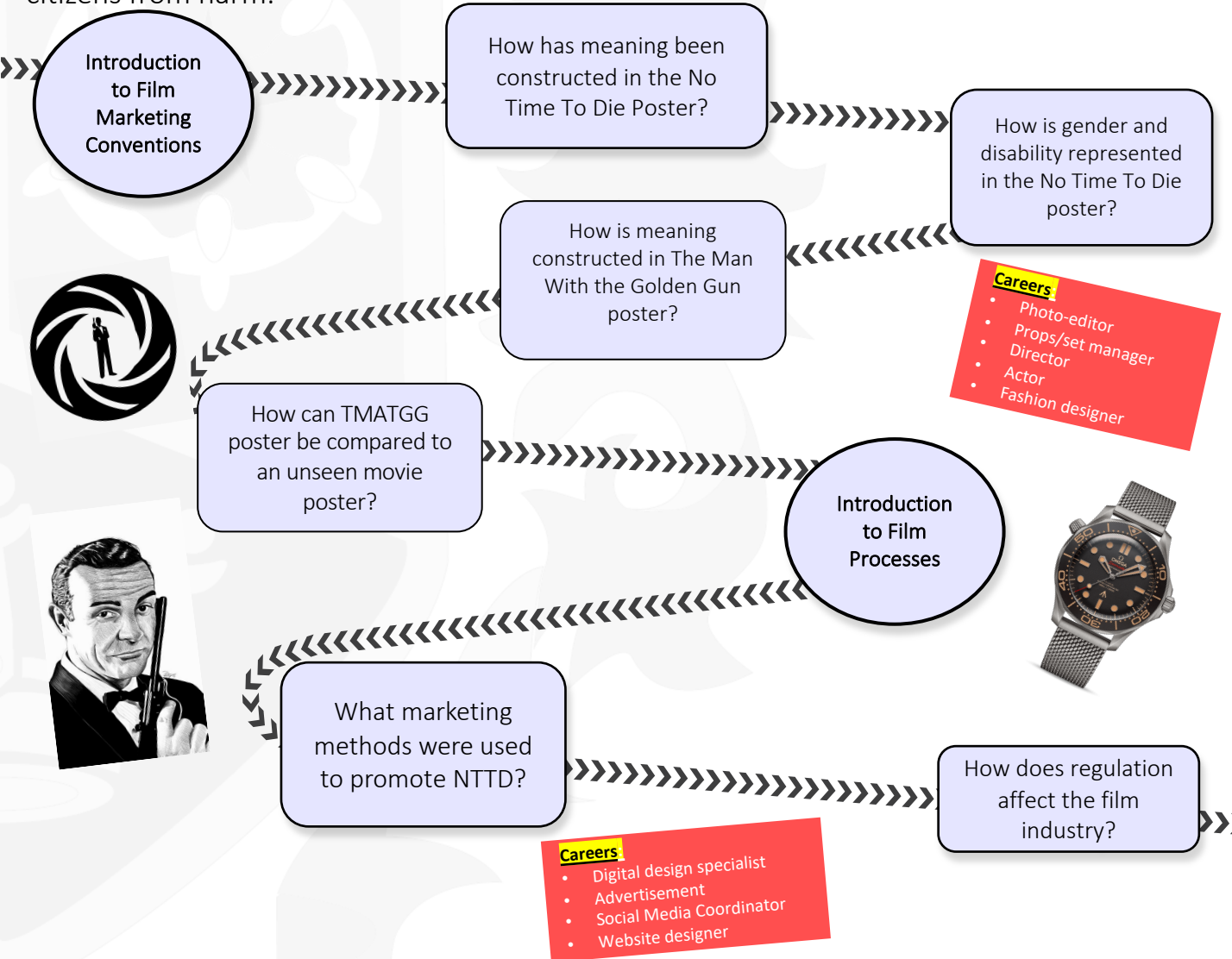
Media



Introduction to Film Marketing and Industry

Year 10 Autumn Half Term 1

The **Film industry** is a multi-billion dollar industry that forms part of our **global cultural capital** and ultimately shapes how we see the world. In this unit, you will then learn how the James Bond **franchise** uses recognisable **iconography** to build **synergy** across the brand, understand why films use **dynamic marketing strategies** such as websites, social media and posters to target audiences and why **regulation** of the film industry is integral to protecting citizens from harm.



TUDOR HABITS AND VALUES: In this half term, you will develop your ability to be **courageous and gritty** by analysing new and historical texts and pushing their understanding of the film industry and practices.

VOCABULARY: Stereotypes, Intertextuality, Mise-en-Scene, Typography, Context, Narrative, Propp's Character Types, Enigma Codes, Iconography, Regulation, Distribution, Synergy, Franchise, Digital Convergence, Intertextuality, Finance, BBFC