

LEARNING JOURNEY

Media



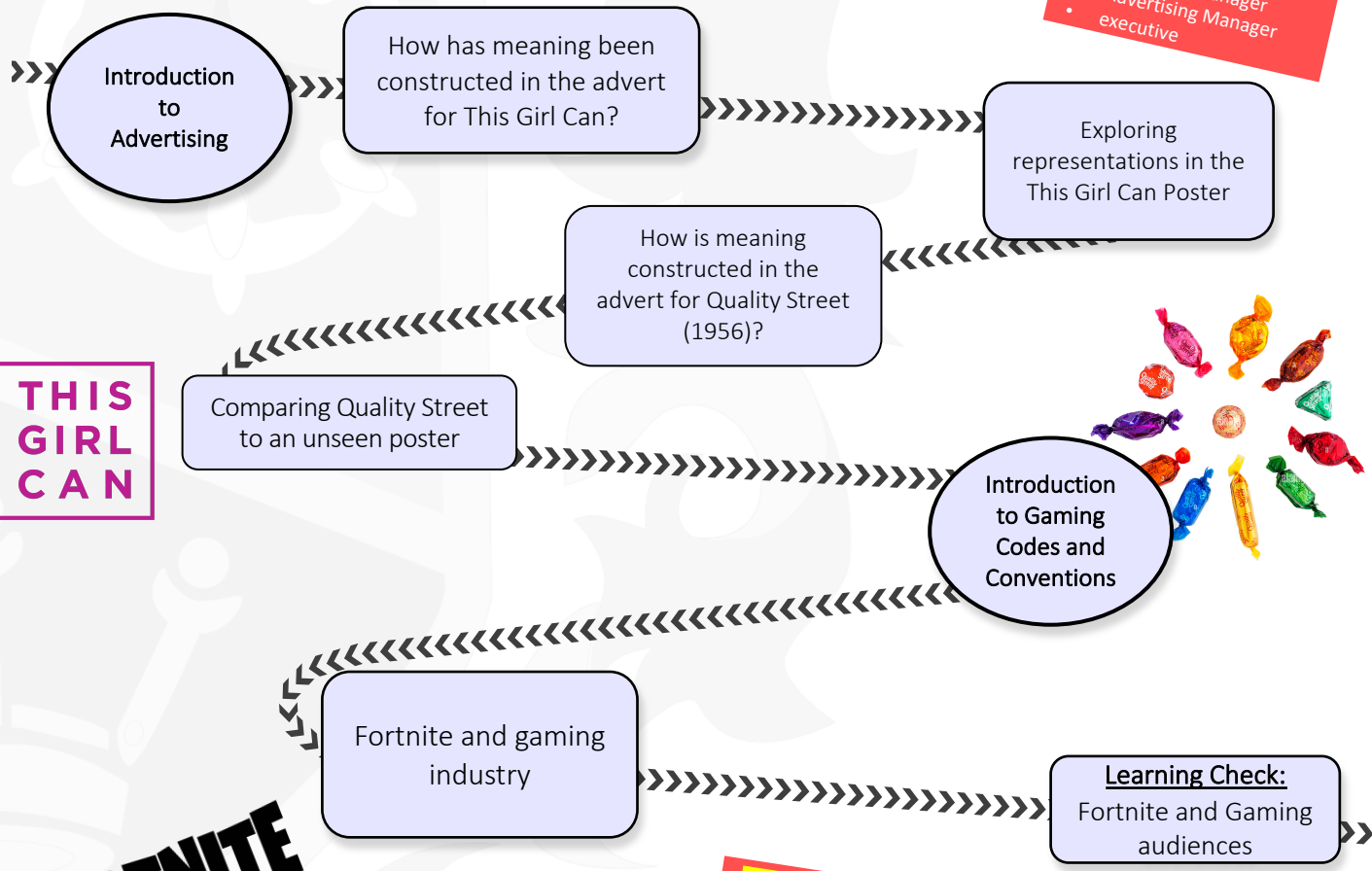
Advertising and Gaming

Year 10 Autumn Half Term 2

You will start this half term by exploring the complex issues of **representation** and meaning construction embedded in **advertising**. You will take both a historical and contemporary approach to studying adverts with case studies on a **1950s** advert for 'Quality Street' and the government-backed campaign 'This Girl Can'. Later in the term, you will explore how gaming industries operate and attract audiences to play their products and use the case study of 'Fortnite' to develop understanding of the gaming industry.

Careers:

- Photo-editor
- Props/set manager
- Advertising Manager executive



THIS GIRL CAN

FORTNITE

Careers:

- Digital design specialist
- UX designer
- Audience trends Analyst
- Graphics designer

TUDOR HABITS AND VALUES: Responsibility and integrity is going to be essential to this half term as you learn about the persuasive nature of advertising and how gaming can cause dramatic moral panics

VOCABULARY: Gesture codes, anchorage, patriarchal, polysemic reading, mantra, graphics, demographics, Uses and Gratifications, PEGI, free-to-play, genre, monetisation, Maslow's hierarchy of needs, passive and active audience, fandom