

LEARNING JOURNEY

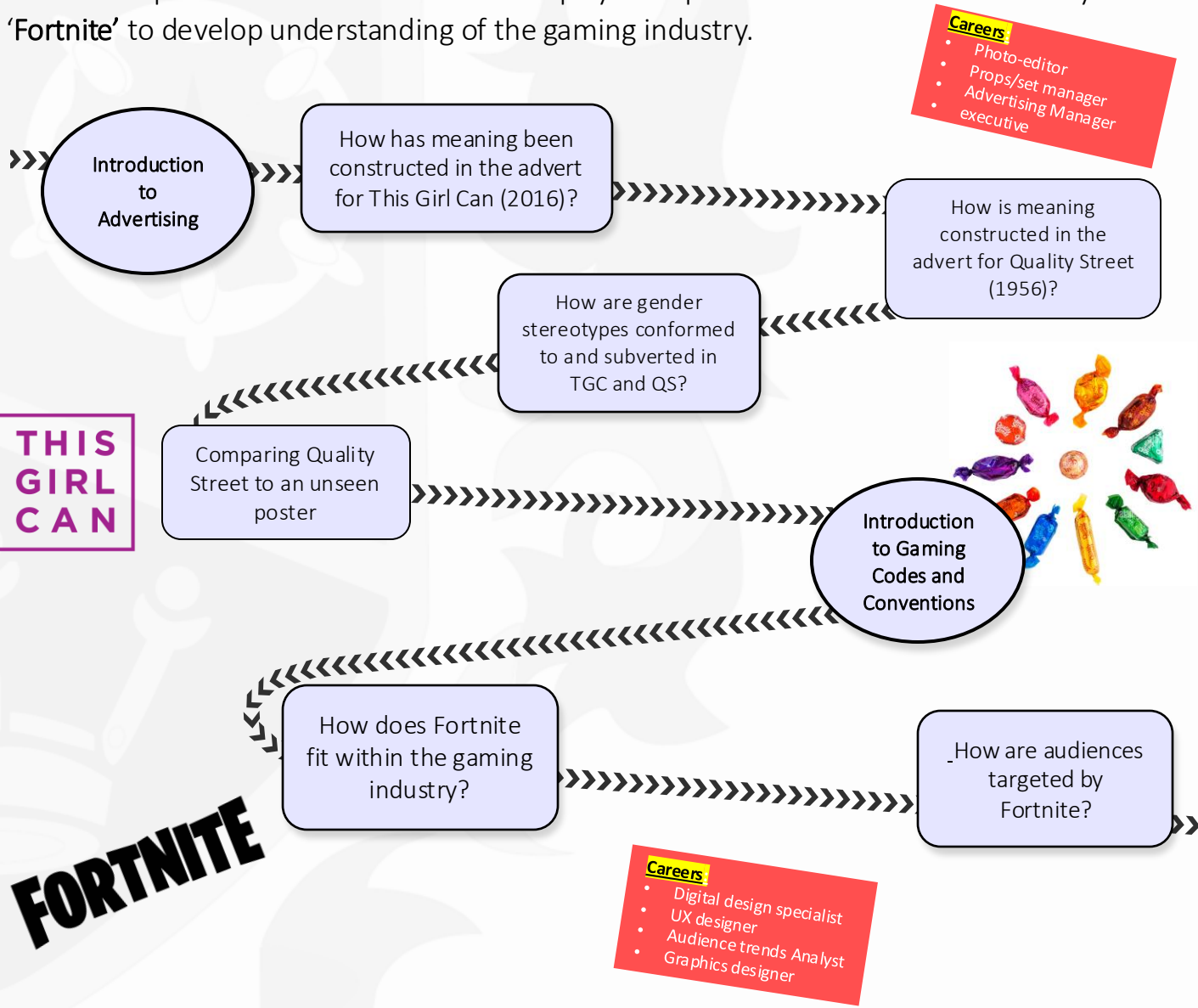
Media



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.



TUDOR HABITS AND VALUES: **Curious**

In this unit, you will start to become more curious about the texts that we engage with. Now you have learned the foundations of Media, your curiosity will enable you to recognise a range of decisions across different Media forms

VOCABULARY:

Hierarchy of needs, Patriarchal, Subvert, Monetisation, Convergence