

English Department

Year: 7

Topic Non Fiction: Media

Learning Journey

Prior learning:

Oracy is embedded in other schemes of learning

Some non-fiction will have been explored at KS2

Learning sequence –							Endpoint
Main learning steps	Introduction: what is media? Advertising and mass communication	Audiences and media products – connotation and denotation	Review: books and films; structure and conventions of book and film reviews	Writing Articles - writing for audience and purpose (using the 5 W's)	Interviews - conventions of interviews; crafting questions for interviews (open-ended questions)	Project based: creating individual component of a group magazine and performing a pitch of magazine	Writing and S+L: creating individual component of a group magazine and performing a pitch of magazine
Assessment		OPTIONAL: Students demonstrate their understanding on audiences through the creation of an advert.	Formative Assessment 1: Write your own film or book review to inform and persuade.	Formative Assessment 2: Research and write your own article for your group's magazine.		Students work in groups to produce a magazine.	Create one written component for your magazine, using appropriate magazine conventions.

		SELF ASSESSMENT Reflection on how to improve or edit advert. (purple pen)	PEER ASSESSMENT – WWW and EBI (as a question). Students redraft one paragraph of their review based on feedback	TEACHER ASSESSMENT – diagnostic marking WWW and EBI (question) Students redraft one paragraph to improve			Magazine Pitch: present your component of your group's magazine and pitch your magazine as a whole.
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Key words: media, mass communication, audience, communication, connotation, denotation, conventions

Where will we use these ideas again:

Y9 Non-Fiction: Feminism

Key skills for language paper 2: Non Fiction

Oracy: y8 Speeches, y9 debate unit

Y10 Speaking and Listening assessment