

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. SELF ASSESSMENT Reflection on how to improve or edit advert. (purple pen)	- Students produce a film or book review PEER ASSESSMENT Students redraft one paragraph of their review based on feedback	-Students will research and write their own articles. TEACHER ASSESSMENT - using success criteria on ATD sheet Students redraft one paragraph to improve		Students work in groups to produce a magazine.	Students prepare a short presentation on the magazine they have produced.

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