

Kemnal Technology College. Creative iMedia Kemnal Key – Year 11 Term 6

Purpose of Unit:

- To gain an overview of the media industry, covering both traditional and new media sectors
- To understand the legal and ethical issues associated with the production of media
- To explain how media products convey meaning, create impact and engage audiences

Key Skills:

1. Theoretical knowledge of the media industry
2. Ability to analyse a range of media products
3. Responding to examination questions in a formal, written manner

Key Learning/Knowledge

- What is the difference between traditional and new media?
- How do certain job roles contribute to the creation of media products?
- What are the different purposes of media products?
- How are styles, content and layout adapted to meet each purpose?
- Interpreting client requirements to generate ideas and plan.
- What are the benefits of audience segmentation?
- What are the benefits for conducting research?
- How do content and codes work together to convey meaning, create impact and engagement

Cross Curricular link/World Issues – (a) Damaging effect of stereotyping in the media industry.
(b) Rise of new media and collapse of some traditional media (c) Social sciences with research methods and mathematics – researching and interpreting given data (qualitative and quantitative)

Key Vocabulary and meanings

Demographic – study of target audience characteristics

Segmentation – splitting a target audience into different categories

Interactive – something which allows the user to be involved in the process of watching or listening (clicking, typing or speaking)

Stereotypes – an assumption made about people who are part of a particular demographic

Qualitative – research data based on what people think or feel about something

Quantitative – research data based on numbers and statistical analysis

Symbolic Codes – what something represents

Intellectual property – something created in a person's mind (story, idea, art), protected through copyright