

Knowledge Organiser

ARTS – Media Year 7

Vocabulary



Communication
 Connotation
 Denotation
 Stereotype
 Representation
 Headlines
 Public Service Broadcasting

Retrieval



English: Looking for meaning
 Analysing images and words

Art: Use of colour

History of Communication

Links



Listening Levels 0-3
 Leadership Levels 0-3

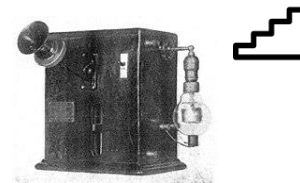
Friendliness & Civility
 Justice & Truthfulness

Careers in Broadcasting
 Careers in Media

New Learning

Lesson 1

- Introduction to Media Communication and its history including
 - The Printing Press
 - The Radio
 - Television



Lesson 2

- Communication methods, including connotation and denotation through
 - Colour
 - Imagery



Lesson 3

- Discussion of Representation and the construction of images by media organisations
 - Stereotyping
 - Representation
 - Manipulation



Lesson 4

- Discussion of the structure of television channels in the UK including
 - Public Service Broadcasting
 - Commercial Channels

Lesson 5

- Looking at the structure of the Film industry in Hollywood including
 - Major Studios
 - Independent Studios



Lesson 6

- Reviewing the remaining industries that make up media studies including
 - Games
 - Podcasts
 - Music Videos
 - Advertising



Levels of Meaning

- | | |
|---|--|
| • First level | • Second level |
| • Describe | • Analyse |
| • Literal meaning | • Symbolic meaning |
| • Denotation
(denotative meaning / denotes) | • Connotation
(connotative meaning / connotes) |

Misconceptions



Media Communication is any way in which an organisation communicates to an audience. It includes leaflets, the internet and even emails. Media Studies focuses more on images, audio & visuals

Challenge



What can go wrong when countries ban the media?

Do you think that Newspapers still have a use in society?

How might you regulate the internet?

Next Steps



Look out for information on how each of the industries have changed.

Film: Cinema to Streaming
 TV: Analogue to Digital
 Music: Records to CDs to Mp3