

# Knowledge Organiser

## ARTS – Media Year 8

### Vocabulary



Politics  
 Right wing vs Left wing  
 Connotation  
 Denotation  
 Representation  
 Headlines  
 Conglomerates

### Retrieval



English: Looking for meaning  
 Analysing images and words

Art: Use of colour

History of Communication

### Links



Listening Levels 2-6  
 Leadership Levels 2-6

Friendliness & Civility  
 Justice & Truthfulness

Oracy in a presentation on  
 Disney

### New Learning

Induction Lesson and Lesson 1

- Introduction to Media Communication and how politics is involved
  - Political parties
  - Right-wing
  - Left-wing

Lesson 2

- Introduction to gate-keeping and how information can be controlled.
  - Mediation
  - Agenda-setting

Lesson 3

- Looking at Newspaper front covers and the construction of stories
  - Newspaper features
  - Stereotyping
  - Representation
  - Manipulation

Lesson 4

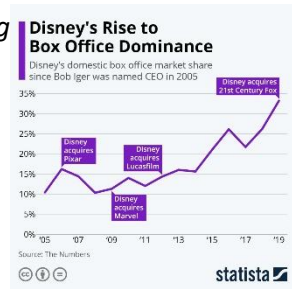
- Introduction to the film industry and powerful organisations
  - Disney+

Lesson 5

- Preparing for a presentation into a Disney product and researching
  - Introduction
  - Oracy
  - Evaluation

Lesson 6

- Disney presentations
  - Peer Assessment
  - Self Assessment



### 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



How has Disney become so powerful?

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

Why do you think piracy is considered a crime?

### 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