



## YEAR 12 Spring 2

‘An ambitious curriculum that meets the needs of all’

### Medium Term Planning - Topic: Magazines

<b>Curriculum Intent</b>	<p>In addition to developing the skills and knowledge listed below, we aim to give all students access to a wide range of high-quality media texts in order to develop their inference and communication skills, as well as their cultural capital and empathy to allow them to be fulfilled in their future lives and employment and contribute positively to society.</p> <p><b>In addition to working further on objectives from Year 12, pupils will be taught, following National Curriculum guidelines, the following this term:</b></p> <ul style="list-style-type: none"><li>• skills of enquiry, critical thinking, decision-making and analysis</li><li>• acquisition knowledge and understanding of a range of important media issues</li><li>• development of an appreciation and critical understanding of the media and their role both historically and currently in society, culture and politics</li><li>• an understanding and application of specialist subject-specific terminology to analyse and compare media products and the contexts in which they are produced and consumed in order to make informed arguments, reach substantiated judgements and draw conclusions about media issues</li><li>• an appreciation how theoretical understanding supports practice and practice supports theoretical understanding</li><li>• development of practical skills by providing opportunities for creative media production</li></ul>
<b>Skills/National Curriculum Links</b>	
<b>Cross Curricular Links</b>	<p><b>SMSC:</b> Individual liberty, mutual respect and tolerance are represented by the choice of texts within the unit and taught explicitly in some of the topics covered.</p> <p><b>PSHE/British Values:</b></p> <p><b>Literacy:</b> Key Vocabulary distributed to students. Vocabulary includes: representation, mise en scene, audience, industry, advert, receiver.</p> <p><b>Numeracy:</b> n/a</p> <p><b>Skills Builder:</b></p>
<b>Becoming future ready</b>	<p><b>Personal Skills:</b> communication, problem-solving, imagination.</p> <p><b>Careers/Employability:</b> exposure to advertising and music industry.</p>
<b>Adaptation</b>	<p>Throughout this topic, quality first teaching will provide differentiation:</p> <p><b>By product:</b></p> <p><b>By resource:</b></p> <p><b>By Intervention:</b> by providing different levels of supervision and support</p> <p><b>By Progressive Questioning:</b> exploring pupils’ understanding through interactive dialogue.</p> <p><b>By Grouping:</b> according to prior attainment, gender, social preference, preferred learning style.</p> <p><b>By Task:</b> Pupils should be involved in the identification of targets which are meaningful to them and in the selection of an appropriate task from the given range.</p> <p><b>By Offering Optional Activities:</b> In class or as homework, to extend learning.</p> <p>This QFT/SEND provision will be explicit within the lesson-by-lesson schemes of work.</p>
<b>QFT/SEND Provision</b>	
<b>Implementation Curriculum Delivery</b>	<p>To be able to:</p> <ul style="list-style-type: none"><li>• Understand key media terminology.</li><li>• Understand media language and representation.</li></ul>

<b>Learning Outcomes (Knowledge)</b>	<ul style="list-style-type: none"> <li>• Understand audience and industry.</li> <li>• Develop practical and creative skills.</li> </ul> <p>Key Vocabulary:</p>
<b>Assessment</b>	Refer to assessment maps for formative and summative assessment opportunities.
<b>Impact</b>	Attainment and Progress – Refer to assessment results / data review documentation.

## Year 12



### Magazines

This is an in-depth CSP and needs to be studied with reference to all four elements of the theoretical framework and all relevant contexts.

GQ magazine, March 2022

### Media language

The magazine front cover and specified content should be analysed in terms of the composition of the images, positioning, layout, typography, language and mode of address, etc. This will then provide detailed evidence for application of the other theoretical frameworks.

**Semiotics: how images signify cultural meanings.**

### Narrative and genre

The genre conventions of the magazine cover will need to be studied. While narrative may be more familiar to students as an approach to apply to moving image forms, it can also be to print media as a way of examining audience targeting, positioning and interpretation.

- Consider the way the front cover creates a narrative about character and lifestyle in order to attract an audience.
- The way in which the cover stories create enigma and anticipation for the reader – to be fulfilled by reading on.
- Structuralism including Lévi-Strauss.
- Narratology including Todorov.

The cover and specified content can be analysed in the context of genre in terms of conventions of layout and composition – which will overlap with analysis of visual language – but also as part of the genre of men's health and lifestyle magazines.

- Genre study would include an analysis of the conventions of magazine front covers – a study which would overlap with visual analysis and audience positioning.
- Students should extend their genre approach by analysing the conventions of content of the magazine.
- Genre theory including Neale.

### Media representations

The key areas of representation suggested by the magazine are to do with gender, specifically. This area is also likely to include aspects of sexuality, race and class.

- The emphasis on male beauty and grooming challenges some conventions of traditional stereotypes of masculinity.
- The types of images selected refer to concepts of queer masculinity and gender as performance.
- Men as object of a homosexual and heterosexual gaze.
- Theories of representation including Hall.

- Feminist theories including bell hooks and Van Zoonen.
- Theories of gender performativity including Butler.

## Media industries

The main focus for industry for this close study product is Condé Nast, the multinational conglomerate which publishes GQ and a range of other fashion and lifestyle magazines. This will provide a case study of a commercial media institution where the primary – though not sole – focus is print.

- Case study of Condé Nast as a conglomerate.
- Developments in new technology mean that many of their brands are now online as well as in print – including the GQ website.
- Institutional strategies for keeping print popular and relevant in the contexts of developing technology and competition from other brands.
- Cultural industries including Hesmondhalgh.

## Media audiences

As ever the theoretical framework of audience intersects with the study of visual codes and genre crucial to analysing mode of address and techniques of persuasion with the front cover functioning as a form of advertising.

- The mode of address can be analysed through the visual and written codes.
- Study of target audiences in terms of demographics and psychographics for magazines – publishing companies provide a great deal of data online in relation to their audience research for specific publications.
- The way in which different audience interpretations over time reflect social, cultural and historical contexts.
- Reception theory including Hall.

## Social and cultural contexts

*GQ magazine represents a notable social and cultural shift in expectations of contemporary masculinity* (a shift which could be usefully compared with the advert for Score hair cream). The study of GQ can be linked to social and cultural contexts through reference to fashion, consumerism, body image and changes in what society deems acceptable and unacceptable representations of masculinity.

*The Gentlewoman* (issue 23)

## Media language

The magazine front cover and specified content should be analysed in terms of the composition of the images, positioning, layout, typography, language and mode of address etc. This will then provide detailed evidence for application of the other theoretical frameworks. *The Gentlewoman* uses a deliberately alternative design to other magazines aimed at young women.

Semiotics: how images signify cultural meanings.

## Narrative and genre

The genre conventions of the magazine cover will need to be studied. While narrative may be more familiar to students as an approach to apply to moving image forms, it can also be very productively applied to print media as a way of examining audience targeting, positioning and interpretation.

- Consider the way the front cover creates a narrative about character and lifestyle in order to attract an audience.
- The *Gentlewoman* uses a minimal aesthetic for its cover design. It clearly values design as part of its identity, conforming to and subverting mainstream magazine conventions.
- Structuralism, including Lévi-Strauss.
- Narratology, including Todorov.

The cover and specified content can be analysed in the context of genre in terms of conventions of layout and composition – which will overlap with analysis of visual language – but also as part of the genre of women's fashion and lifestyle magazines.

- Genre study would include an analysis of the conventions of magazine front covers – a study which would overlap with visual analysis and audience positioning.
- Students should extend their genre approach by analysing the conventions of content of the magazine.
- Genre theory, including Neale.

## Media representations

- Primarily femininity is represented but also how this affects the representation of men.
- *The Gentlewoman* constructs an alternative representation of femininity in contrast with other women's magazines
- The focus is on women as artists, entrepreneurs, athletes and innovators – female empowerment is a major theme
- Representation of social groups: *The Gentlewoman* constructs a lifestyle through its focus on culture and the environment. This analysis would offer the opportunity to evaluate and question some of the messages and values constructed by the magazine
- Theories of representation including Hall
- Feminist theories including bell hooks and Van Zoonen
- Theories of gender performativity including Butler

## Media industries

In contrast to *GQ* magazine, *The Gentlewoman* is an independent magazine published by Dutch publishers, Gert Jonkers and Jop van Bennekom, who publish one other title, *Fantastic Man*.

- Case study of independent magazine publishing sector
- Developments in new technology mean that small companies can also use the internet to communicate and target audiences.
- Institutional strategies for keeping print popular and relevant – *The Gentlewoman's* branding includes a commitment to print over other media forms.
- Cultural industries including Hesmondhalgh.
- Regulation through IPSO.

## Media audiences

The theoretical framework of audience intersects with the study of visual codes and genre crucial to analysing mode of address and techniques of persuasion with the front cover functioning as a form of advertising.

- The mode of address can be analysed through the visual and written codes.
- Study of target audiences in terms of demographics and psychographics
- The Gentlewoman has a niche target audience of young(ish) women (median age 32) with very high disposable incomes, who are not addressed by other magazines
- The way in which different audience interpretations over time reflect social, cultural and historical contexts
- Reception theory, including Hall

## Social and cultural contexts

*The Gentlewoman* is part of a development in lifestyle and environmental movements of the early twenty-first century which rebrand consumerism as an ethical movement.

Its representation of femininity reflects an aspect of the feminist movement which celebrates authenticity and empowerment. As part of the design-led, independent magazine sector, *The Gentlewoman* can also be seen as part of a movement responding to the idea of 'internet fatigue'.

## Possible teaching and learning activities

- Workshops to allow students to work on NEA production skills.
- Equipment needed: access to cameras and computer equipment.