

Scheme of work

Unit 1.3: Film and commercials

Overview

Unit 1.3 focuses on the language of film and commercials

Learning objectives <ul style="list-style-type: none">• Gain a better understanding of how film as a medium can be used to construct meaning.• Appreciate a range of different kinds of commercials.		AOE questions <ul style="list-style-type: none">• How can comparing and interpreting texts transform readers?• How useful is it to describe a work as ‘classic’?	
Concept <p>Perspective – Film directors carefully choose how they film their stories in order to give audiences a particular perspective on a topic or theme.</p>	ATL <p>Communication skills – using video as a means of persuading, entertaining or informing audiences.</p>		International mindedness <p>How do commercials differ from culture to culture?</p>
Learner portfolio <p>Activity 3.1 Students research and present on a commercial or public service announcement.</p> <p>Activity 3.2 Students watch, discuss and develop vocabulary for talking about commercials.</p> <p>Activity 3.3 Students revisit Activity 3.1 and present again, this time using vocabulary learnt in Activity 3.2.</p> <p>Activity 3.4 Students create their own commercial and explain their choices to classmates.</p>			
TOK <p>Imagination is a way of knowing. How do commercials appeal to the viewer’s imagination? Students discuss the role of imagination in constructing meaning.</p> <p>Plato’s Allegory of the Cave suggests that humans are like prisoners trapped in a cave making observations that are not real. Students are asked to find out more about this allegory and discuss the parallels in Ridley Scott’s 1984 Super Bowl commercial for Apple Macintosh.</p>	Extended essay <p>It is recommended that students write their extended essay in one of their six Diploma subjects. If they are interested in writing about films or commercials, they should first check the requirements for a Category 3 extended essay.</p>		CAS <p>Students are asked to consider video as a way to document and reflect on their CAS activities, and to share what they have done with others.</p>

Suggested additional resources <i>The Filmmaker's Eye</i> by Gustavo Mercado <i>101 Things I Learned in Film School</i> by Neil Landau	Links to literature <i>Nineteen Eighty-Four</i> by George Orwell	Texts – audio and visual 1984 Apple Macintosh Super Bowl commercial
---	--	---

Suggested lesson plan

It is possible to move through the activities in the units in Chapter 1 sequentially. Here we provide a suggestion for doing this, breaking the unit down into one-hour lessons. You may also wish to select parts of the unit, and build these into later chapters that have a particular thematic focus.

Lessons 1 and 2

Activity 3.1

Lessons 3 and 4

Activities 3.2–3.4

Lesson 5

Activity 3.4 (this is likely to take a number of lessons, plus homework)