<table>
<thead>
<tr>
<th>Unit Name</th>
<th>Main Ideas</th>
<th>Duration (weeks)</th>
<th>Assessment Item</th>
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| The idiot box: past, present and future | • Television genre conventions  
• Representing ‘reality’  
• Scheduling, ratings and audiences  
• Popular culture, youth culture and TV  
• Stereotypes and discourse  
• The prosumer as a new actor  
• New media industries and link to traditional television  
• Youth culture and the music video  
• Popular culture and the music video  
• Music video genres  
• Stereotypes and their appeal  
• Evolution of the music video  
• New media’s impact on the accessibility and marketing campaigns for the music industry | 10 weeks         | 11.4 Design: Individual, music video storyboard (12 shots) and 300-400 word treatment | Tuesday 8th August (term 3, week 5) |
| The Gruen transfer: manufacturing consent | • History of advertising  
• Audience research  
• Advertising techniques and how to ‘hook’ an audience  
• Australian identity and discourse  
• Convergence with new media | 8 weeks          | 11.5 Production: Individual, 2-4 minute music video                              | Tuesday 5th September (term 3, week 9) |

**Literacy Components**

- Speaking and Listening: by creating a cohesive presentation
- Reading & Viewing: a variety of texts related to advertising and new media
- Writing & Designing: a design and production task suitable for advertising.

**Numeracy Components**

- Number
- Measurement
- Space
- Chance and Data: using data to determine patterns in music clips and new media

**ICT/Technology Components**

- Select and use ICTs in the processes of inquiry and research
- Select and use ICTs to create a range of responses to suit the purpose and audience
- Select and use ICTs to collaborate and enhance communication for an identified purpose and audience
- Develop and apply ethical, safe and responsible practices when working with ICTs
- Use a range of advanced ICT functions and applications