

GCSE History A Unit 1B/4B: Media Through Time

Schemes of work

Schemes of work are suggestions and ideas about how you might deliver GCSE History. You can use these suggestions, adapt them to better suit your students or use your own schemes of work.

However you deliver GCSE History, you can rely on AQA's comprehensive support package – online, on paper and in person – including resources, specimen exam questions, training meetings, continuing professional development (CPD), guidance and advice.

This *Scheme of work* is part of your invaluable **Teacher Resource Bank**, which includes further *Schemes of work*, a *Resource list*, *Getting started*, *Summary of changes* and more.

If you have any enquiries about GCSE History you can speak directly to the AQA History team by e-mail history@aqa.org.uk or telephone **0161 958 3865**.



GCSE History A Unit 1B/4B: Media Through Time

- 1 This Scheme of work suggests a number of learning focuses for lessons to be planned around. It should be used with the Resources list. It is not prescriptive but could be used to inform a centre's approach and Scheme of work. The centre's scheme of work would take account of its resources and style of teaching and learning.
- 2 The learning focus is indicative of a way of approaching the content. It does not necessarily represent the way the content will be treated in the examination paper.
- 3 The content may be studied thematically or chronologically.
- 4 In adapting this Scheme of work a centre would be advised to include opportunities for the assessment of students' progress at convenient and appropriate points during the course.

The Media in the Age of Writing, c3000BC – c1450AD

The Development of the Media	The Social and Political Impact of the Mass Media	Controlling the Mass Media	Learning focus
The development of writing: cuneiform, hieroglyphics, and the alphabet			<p>How did simple symbols (proto-writing) used in Prehistoric times evolve into the hieroglyphic scripts of the Ancient Near East?</p> <p>What evidence remains of early writing?</p> <p>How did the alphabet develop?</p> <p>What were the mechanics of writing in the Ancient World?</p> <p>Eg A comparison of early symbols/hieroglyphic scripts/alphabets</p>
The shift from oral to written communication in the Ancient World	The development of writing and social and economic change	The use of writing as an instrument of control in the Ancient World	<p>Why was writing necessary for the emergence of ancient civilizations from hunter-gatherer societies?</p> <p>How and why was writing important in maintaining and expanding successful empires in the Ancient World?</p> <p>How important were scribes in the Ancient World?</p> <p>Eg Timeline of the Ancient World</p> <p>Eg Maps of the empires of the Ancient World</p> <p>Eg Diagrams of the social structures of ancient civilisations</p>

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The Media in the Age of Print, c1450AD–c1920AD			
The Development of the Media	The Social and Political Impact of the Mass Media	Controlling the Mass Media	Learning focus
(11th century China: the development of printing)			<p>Why did printing develop in China during the Tang and Sung dynasties?</p> <p>What was the impact of printing in China on the West?</p> <p>Eg Study and comparison of factors leading to development of printing in China</p> <p>Eg Mapping exercise on contacts between China and the West</p>
The Medieval media divide: writing for some – church, government and business: the oral tradition for many – minstrels, troubadours, and plays.		The role of the Church in the Middle Ages: sermons, doom pictures, mystery plays, heresy and the Index	<p>What types of documents were being produced in the Middle Ages?</p> <p>Who were they produced for?</p> <p>Who was writing them?</p> <p>Eg A study of various types of medieval document</p> <p>How important was oral culture in the Middle Ages?</p> <p>Who transmitted this oral culture?</p> <p>Eg A study of the content of medieval ballads/stories</p> <p>How did the Church use the media to control people's lives in the Middle Ages?</p> <p>Eg A source study using doom pictures/sermons/mystery play texts etc.</p>
15th century Europe: the development of the printing press. <i>Gutenberg, Caxton</i>	The impact of printing on the Renaissance and Reformation.		<p>Why was the printing press invented when it was?</p> <p>Eg The role of the individual in History – does Gutenberg deserve all the credit for inventing the printing press?</p> <p>What was William Caxton's part in the development of printing?</p> <p>Eg A comparison of Gutenberg and Caxton</p> <p>What were the Renaissance and the Reformation?</p> <p>How did the printing press bring about social, religious, political, scientific and cultural change?</p> <p>Eg An evaluation of the impact of the printing press – who would have been affected most by the changes brought about by the printing press?</p>
		Censorship and propaganda in Tudor and Stuart Britain: the theatre, licensing and its breakdown during the Civil War and Interregnum	<p>How and why did the Tudors control the media?</p> <p>Why was the emergence of newsbooks prior to and during the English Civil War a significant contribution to the development of the print media?</p> <p>Eg A study of Civil War pamphlets/newsbooks</p> <p>How successfully did the State control the media during the seventeenth century?</p> <p>Eg A timeline showing how censorship fluctuated in the seventeenth century.</p>

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The Media in the Age of Print, c1450AD – c1920AD			
The Development of the Media	The Social and Political Impact of the Mass Media	Controlling the Mass Media	Learning focus
	The press and the Industrial Revolution: ballads and broadsides, the need for business/ commercial knowledge, newspapers as organs of class and group consciousness. <i>Cobbett</i>	Control in the 18 th century: 'taxes on knowledge', restrictions on parliamentary reporting and 'The North Briton'. <i>Wilkes</i>	<p>Why did a newspaper industry develop in Britain in the eighteenth century?</p> <p>What were the characteristics of eighteenth century newspapers?</p> <p>Why were broadsides and ballads important in the eighteenth and early nineteenth century?</p> <p>Eg A study of selected broadsides and ballads</p> <p>How did the print media give a voice to newly emerging classes during the Industrial Revolution?</p> <p>How did the State respond to the expansion of the press in the first half of the eighteenth century?</p> <p>Eg Case study – John Wilkes and 'The North Briton'</p>
The growth of the popular press in the late 19 th and early 20 th century: <i>Daily Mail</i> and <i>Daily Express</i> . The rise of the press barons. <i>Northcliffe</i> , <i>Rothermere</i> , <i>Beaverbrook</i>	The American influence on the media in the 20 th Century	<p>The emergence of a radical, unstamped press in the 19th century and the response of government. <i>Cobbett</i></p> <p>The mass media in times of national crisis, The Boer War, First World War</p>	<p>What was the radical press?</p> <p>Why did a radical press emerge in the late eighteenth/early nineteenth century?</p> <p>Eg Case study – William Cobbett and the 'Political Register'</p> <p>Why did the radical press decline from the middle of the nineteenth century?</p> <p>Why did a mass circulation popular press emerge in the second half of the nineteenth/early twentieth century?</p> <p>What was revolutionary about 'The Northcliffe Revolution'?</p> <p>Eg Using facsimile copies of the 'Daily Mail' to identify its distinctive features.</p> <p>Do the press barons deserve that title?</p> <p>Eg A comparative study of Northcliffe, Rothermere, and Beaverbrook.</p> <p>How did the American style of journalism influence the popular press at the turn of the century.</p>

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The Media in the Age of Radio and Cinema, c1920–c1950			
The Development of the Media	The Social and Political Impact of the Mass Media	Controlling the Mass Media	Learning focus
The development of wireless transmissions. <i>Marconi</i>			Does Marconi deserve the title 'The Father of Radio'?
The establishment of the BBC in 1922 <i>Reith</i>	The role of public service broadcasting since 1920: education versus entertainment The role of advertising in the media from the 1920's; mass consumerism	The Mass Media in times of national crisis: the General Strike, the Second World War. <i>Goebbels</i>	<p>Why was the BBC established in the form that it was?</p> <p>How far was the early BBC a reflection of its first Director General, John Reith?</p> <p>What is meant by public service broadcasting?</p> <p>Eg Analysis of early BBC radio programmes.</p> <p>Why has advertising played an increasingly important role in the British media?</p> <p>How has advertising in the media changed?</p> <p>How has advertising influenced the development of the media?</p> <p>Eg Comparative study of newspaper adverts from across the time period studied.</p> <p>How has the State seen the role of the media during times of national crisis?</p> <p>How has the media seen their role?</p> <p>How has the State tried to manage/control the media during times of national crisis and with what success?</p> <p>How did this management/control change with the advent of radio, television, and new forms of communication?</p> <p>Eg A comparative study of various twentieth century conflicts using archive material</p> <p>What techniques did Goebbels use to control the German media?</p> <p>Eg A comparison of the methods used by the British and Nazi governments</p>
The beginnings of cinema: Hollywood and the British film industry <i>Goldwyn</i>	The American influence on the media in the 20 th century		<p>How and why did a British film industry develop?</p> <p>Why was the British film market dominated by Hollywood?</p> <p>How was the structure of radio in Britain influenced by the American experience?</p> <p>In what ways did American forces radio influence BBC radio during and after the Second World War?</p>

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The Media in the Age of Radio and Cinema, c1920 – c1950			
The Development of the Media	The Social and Political Impact of the Mass Media	Controlling the Mass Media	Learning focus
How BBC radio changed: reactions to the Second World War and commercial stations. The growth of commercial and local radio	The impact of the media on mass democracy and culture		<p>How and why did BBC radio programming change during the Second World War? Eg Exemplify by using BBC sound archives of the time.</p> <p>How did the government/BBC react to the advent of `pirate` radio and foreign commercial stations? What factors led to the establishment and growth of commercial and local radio in Britain? Eg Mapping/timeline exercise of the growth of national and local commercial radio stations. Eg Analysis of audience figures for various radio stations.</p>
	Representing British society: newsreels, cinema in the 1930s, theatre in the 1960s		<p>Did the British media present an accurate view of Britain in the 1930`s? Eg Use of contemporary newsreel footage/British films of the era/newspaper extracts</p> <p>How and why did British theatre in the 1960`s change its approach to politics and society? Eg A study of aspects of key plays from the time.</p>

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The Media in the Age of Television, c1950 – c1980			
The Development of the Media	The Social and Political Impact of the Mass Media	Controlling the Mass Media	Learning focus
<p>The development of television; the introduction of ITV and the BBC's response</p> <p><i>Grade Greene</i></p>	<p>The impact on leisure of the different media: cause or effect? – the growing popularity of sport, celebrity, human interest stories, changing patterns of media usage</p>	<p>Censorship in the 20th century: the British Board of Film Censors, the National Viewers and Listeners Association, the Lady Chatterley and Oz trials, self regulation</p> <p><i>Whitehouse</i></p> <p>The mass media in times of national crisis – the Vietnam War, the Troubles in Northern Ireland</p>	<p>Who deserves the credit for inventing television? Eg A comparative study of Farnsworth and Baird (and others)</p> <p>Why did British television develop in the way that it did before the advent of ITV?</p> <p>Why was commercial television introduced into Britain by the 1954 Television Act?</p> <p>What was the impact of ITV on British broadcasting? Eg A study of the influence of Lew Grade Eg A comparison of BBC programmes before the 1954 Television Act with ITV's output Eg BBC programming under Director General Hugh Greene</p> <p>How has social and economic change in the twentieth century affected leisure time/pursuits and how have developments in the media reflected these changes?</p> <p>Eg Comparative study/debate about media content in the twentieth century focused on the question of whether media content has changed and/or 'dumbed down'</p> <p>How much censorship has there been of the British media during peacetime?</p> <p>What influences have there been on the debate about censorship in the British media? Eg A study of Mary Whitehouse and the National Viewers and Listeners Association Eg A study of the work of the British Board of Film Censors Eg Selected transcripts from 'The Lady Chatterley's Lover' and Oz trials Eg Research into the work of the Press Complaints Commission and Advertising Standards Agency</p>

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The Development of the Media	The Social and Political Impact of the Mass Media	Controlling the Mass Media	Learning focus
	The American influence on the media in the 20 th century	The manipulation of the media by individuals and organisations: political parties, interest groups, business and politicians	<p>How have various groups and individuals tried to manipulate the media for their own ends?</p> <p>Eg Various case studies could be used here:-</p> <ul style="list-style-type: none"> • Rothermere /Beaverbrook and the United Empire Party • The Zinoviev Letter • ‘Tiny’ Rowlands and the ‘Observer’ • Rupert Murdoch and News International newspapers • The success (Eg Macmillan, Kennedy, Wilson) or otherwise (Eg Douglas Hume) of various politicians to use television. • Spin doctors and the emergence of a Whitehall ‘good news machine’ • To what extent has British television been subject to Americanisation? <p>Eg An analysis of television schedules, eg a debate about the Americanisation of British television – a good or bad thing?</p>
The post-war British film industry		The presentation of celebration, events and ritual by the media.	<p>Why has the British film industry been in decline since 1945?</p> <p>Eg A comparison of the importance of various factors.</p> <p>How have the media presented national events?</p> <p>Eg Various case studies could be used here?</p> <ul style="list-style-type: none"> • The portrayal of Christmas through the ages • The defeat of the Spanish Armada • V.E. day • The Coronation of Queen Elizabeth II • The life and death of Princess Diana
<p>Rationalisation and change in the press: newspaper closure, the growth of the tabloid, Wapping and the end of Fleet Street</p> <p>The development of cross-media, multi-national organisations</p> <p><i>Murdoch, Maxwell, Black</i></p>			<p>How and why has the structure of the British press changed since 1945?</p> <p>Eg Timeline and analysis of newspaper closures/ amalgamations/starts</p> <p>What effect has the rise of the tabloid newspaper had on the industry and journalism in general?</p> <p>Eg A case study of the ‘Sun’ newspaper</p> <p>What similarities and differences are there between modern press owners and the press barons of the early twentieth century?</p> <p>Eg A study of Murdoch, Maxwell and Black</p>

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The Media in the Digital, Interactive and Multi-choice Age, c1980 – The Present			
The Development of the Media	The Social and Political Impact of the Mass Media	Controlling the Mass Media	Learning focus
<p>The development of cable, satellite, and digital television</p> <p>The impact of the personal computer and internet. <i>Berners-Lee, Gates</i></p>	<p>The democratisation of the media: desk top publishing, 'blogging', Wikipedia</p>	<p>The mass media in times of national crisis – The Falklands Campaign, the Gulf Wars</p>	<p>What new media emerged during the late twentieth century?</p> <p>Eg Timeline of cable, satellite, internet and digital technologies</p> <p>Eg The role of Berners-Lee and Gates</p> <p>What effect did this have on the terrestrial media?</p> <p>Eg Analysis of statistics for newspaper readership/ cinema audiences/television viewing etc.</p> <p>What impact has this had on consumers of the media?</p>

