

Scheme of work

Unit 1.1: Images and magazine covers

Overview

Unit 1.1 focuses on visual texts, the relationship between visual and written text, and the ways in which magazine covers construct meaning.

Learning objectives <ul style="list-style-type: none"> Learn how to read visual texts, exploring the relationship between words and images. Develop skills to analyse how meaning is constructed in magazine covers. 	AOE question <ul style="list-style-type: none"> In what ways is meaning discovered, constructed and expressed?
Concepts Communication – People use symbols and icons, including emoticons, for communication on a daily basis. What contexts influence the ways in which people use emoticons for communication? Perspective – How is a reader's perspective influenced by the combination of words and images in texts? Representation – How is a particular person represented in the media? How is our notion of political power constructed by the media?	
ATL Communication and thinking skills – Students learn to read critically, and use these skills to construct a text from the <i>Australian Women's Weekly</i> .	Learner profile Open-mindedness – How do texts 1.10 and 1.11 promote open-mindedness?
Learner portfolio Activity 1.6 Students find a magazine cover, remove slogans and ask a peer to guess the missing slogans. Activity 1.9 Students add headlines and teasers to a visual image of Julia Gillard.	
TOK How do we know what we know? How do we learn the meaning of visual symbols?	
International mindedness Activity 1.6 (Texts 1.10 and 1.11) is perfect for discussing international mindedness. How can people see the same thing differently? Part of becoming internationally minded is the acceptance that people may interpret what you see differently and also be right.	

Texts – print

Text 1.1 – Apple sign on farm

Text 1.2 – Adam and Eve

Text 1.3 – Apple logo

Text 1.4 – Hammer and sickle pin

Text 1.5 – Dove and olive branch

Text 1.6 – You've got mail

Text 1.7 – Emoji

Text 1.8 – Got milk (California Milk Processor Board)

Text 1.9 – Small but tough (Volkswagen)

Text 1.10 – Décor, souvenir, place of prayer (HSBC)

Text 1.11 – Accomplishment (HSBC)

Text 1.12 – How do you solve a problem like Sarah?

Text 1.13 – Julia Gillard photo shoot

Suggested additional resources

This Means This, This Means That: A User's Guide to Semiotics by Sean Hall

Picturing Texts by Lester Faigley, Diana George, Anna Palchik and Cynthia Selfe

Suggested lesson plan

It is possible to move through the activities in each unit 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.

Lesson 1

Activities 1.1–1.3

Homework assignment: Activity 1.4

Lesson 2

Activities 1.5–1.7

Lesson 3

Activities 1.8 and 1.9