



English
& Media
Centre

EMC COURSES SUMMER 2011

Quality CPD for English
and Media Teachers

www.englishandmedia.co.uk

How to Apply

Welcome to our course programme for the Summer Term 2011. The Autumn Term 2011 programme will be up on our website and in schools after June half term.

Booking

- 1) Provisional bookings can be made by phone but we must subsequently have written confirmation. Photocopy this form and send it or your school purchase order to:

English & Media Centre (Courses)
18 Compton Terrace
London N1 2UN.
Tel: 020 7359 8080. Fax: 020 7354 0133
Email: courses@englishandmedia.co.uk

The English & Media Centre team are:

Director: **Michael Simons**

Advisory staff who run courses:

Barbara Bleiman is Deputy Director and editor of *emagazine*. Recent publications include *Poetry for AQA GCSE* and *Investigating Spoken Language*.

Jenny Grahame is EMC's media education consultant and editor of *MediaMagazine*. Recent publications include *Doing Ads*, *Doing News*, *Doing TV Drama* and *Doing Reality TV*.

Kate Oliver is EMC's course co-ordinator. She works as a consultant both with LAs and directly in schools. Recent publications include *Investigating Spoken Language*.

Lucy Webster is editor of *emagazine* and *MediaMagazine*. Recent publications include *Studying The Great Gatsby* and *Poetry for AQA GCSE*.

Office staff: Rebecca Scambler and Fran Stowell.

- 2) An acknowledgement of receipt of application will be sent within 2 weeks (except during school holidays). If you do not hear from us, please phone to check that we have received your application.
- 3) Further details and a map will be sent nearer the course date.
- 4) Courses take place at 18 Compton Terrace unless stated otherwise. The Centre is 2 mins walk from Highbury & Islington tube station on the Victoria line. Courses start at 10am and finish at 4pm. Coffee/tea and lunch are provided.
- 5) You will be invoiced close to the course date, unless you request otherwise. We can provide a certificate of attendance if required.
- 6) Once we have received confirmation of a booking we require 10 working days' notice of cancellation, otherwise payment in full will be due. However, teacher substitutions can be made at any time.

We are a not-for-profit educational charity with a long-established national and international reputation as a Centre of Excellence. We receive no government core funding and use the income from our publications and services to support our work. In addition to running courses, we offer a range of resources and services – see our website.

Application form

1st name: Surname:

School:

Address:

Tel: Evening or mobile contact no:

Email: *(print clearly please - useful in case of postal delays)*

LA/Borough/County:

Course title:

Course date: Course no:

Awarding Body & relevant text *(For A Level courses)*

I enclose a cheque for £ School order no: *(if required)*

Or please send invoice to:

KS3 & KS4 English and Media

Teaching 'Character and Voice' or 'Relationships' from the AQA GCSE Poetry Anthology

Course tutors: Kate Oliver & Lucy Webster

Tuesday 7th June

Course no: 880. £280. Fee includes a copy of *Exploring Poetry for the AQA Anthology* (usual price £95).

Why should you attend?

The course will take a skills-based approach to the teaching of poetry, giving you a chance to consider the most productive ways to use the new AQA poetry anthology for exam or controlled assessment, as well as strategies for teaching unseen poetry. We will be drawing on material from our publication, which is included in the course fee.

What will the course cover?

- Engaging ways of developing students' confidence with poetry.
- Taking a skills-based approach: ideas for the classroom.
- Audio-visual jumping off points – using the readings, critical comment and visual representations from the DVD.
- Strategies for preparing students to answer on an unseen poem.
- A chance for you to plan with colleagues and share ideas – with the option of preparing students for the controlled assessment tasks or the exam.

NB: This is a repeat of a similar course held last term.

I liked the way that all of the sessions were interactive and led by such enthusiastic subject experts. The learning atmosphere was really supportive and enjoyable.

Helen Taylor-Bennett, Bishop Luffa School, on the 'Teaching "Character and Voice" or "Relationships" from the AQA GCSE Poetry Anthology' course.

Introducing the Spoken Language Unit for AQA and WJEC GCSE 2010

Course tutors: Barbara Bleiman & Kate Oliver

Thursday 16th June

Course no: 883. £280. Fee includes a copy of *Investigating Spoken Language* (usually £95).

Why should you attend?

This element of the GCSE specifications is new to many teachers and will require fresh thinking, planning and resourcing. The specifications emphasise an introductory, investigative approach. What might an investigation look like? How will you resource this? How much terminology and linguistic knowledge will you want to teach? How can you provide resources to meet the changing topics for controlled assessment tasks? What classroom activities will engage students? Is your own subject knowledge enough to cope with the demands? These are some of the questions the course will address and help you answer. We will be drawing on material from our publication, which is included in the course fee. If you are following the Edexcel or OCR specifications, please contact Barbara or Kate at the Centre to discuss how far the course would meet your needs.

What will the course cover?

- Getting to grips with the demands of the specifications and controlled assessment tasks.
- Boosting your confidence about your own subject knowledge.
- Trying out activities and approaches using short extracts from our publication.
- Suggestions for assignments for both AQA and WJEC, with different ways of organising investigative work.
- Classroom strategies to engage students and develop their confidence.

NB: This is a repeat of a similar course held last term.

This was a really great day and has given me lots of confidence to be able to cascade the information to the rest of the department.

Sue West, The Wye Valley School, on the 'Introducing the Spoken Language Unit' course.

KS3 & KS4 English and Media

Boosting Reading at KS3

Course tutors: Kate Oliver & Lucy Webster

Thursday 23rd June

Course no: 885. £230. Fee includes a copy of *Best of Both: fact and fiction texts* in the EMC KS3 series (usual price £12.50).

Why should you attend?

On the course you will consider ways of assessing reading and how to then use the information gathered to feed back to students and inform teaching. After looking at research on the importance of reading for pleasure, we'll discuss ways to increase both the range and the amount that your students read.

What will the course cover?

- Using APP for reading, including the assessment of oral and creative responses and how to feed back effectively.
- Strategies for small group and whole class work to develop specific skills in areas of common weakness.
- Boosting independent reading and making it more purposeful: ideas for whole-school and English-based approaches.

NB: This is a repeat of a similar course held last year.

All relevant, interesting and useful - this course should be mandatory! Also very relevant for GCSE, or even KS5.

Hayley Anne Kenna, The Milton Keynes Academy, on the 'Boosting Reading at KS3' course.

Making Year 9 Count: Multimodal Approaches to Preparing for GCSE

Course tutor: Jenny Grahame

Friday 1st July

Course no: 888. £225.

Why should you attend?

Many schools see Year 9 as an opportunity to prepare for, or even start, GCSE work. However, it's also one of the few remaining curriculum spaces for immersive, cross-curricular, or deep learning experiences, extending students' oracy, problem-solving, and media literacy skills. Can you have both? This course will offer a range of engaging multimodal activities for Year 9 pupils, which will lay groundwork for English and Media Studies GCSE specifications and enable creative teaching and learning.

What will the course cover?

- A repertoire of multimodal strategies, which can feed into different controlled assessment tasks.
- Tasters and tips for simulation and production tasks to prepare for speaking and listening assessments.
- Engaging topical new resources on footballers' pay and celebrity to generate focused work around argument and non-fiction reading and writing.
- Opportunities to share good practice and tailor activities to the learning styles of your own students.

English Essentials for BTs; NQTs; GTPs; Teach Firsts

Course tutors: Kate Oliver & Jenny Grahame

Monday 11th July

Course no: 891. £225. Includes free publications worth over £50!

Why should you attend?

The day will help you to reflect on your experiences so far and to look forward to next year, whether you have already started teaching or are looking to take up a post in September. The day will consist of three workshops on key areas of the curriculum, each offering tried-and-tested strategies and resources for you to take away. You will also be given a 'Survival Guide' to help you to tackle your early years of teaching with confidence. We aim to establish a supportive atmosphere in which participants are encouraged to network and share experiences.

What will the course cover?

- Making Shakespeare enjoyable and accessible at KS3, with a discussion about managing behaviour in active lessons. Free publication: a choice of KS3 Shakespeare study guides or KS3 *Series Drama Book* with *Hannah & Hanna DVD* (usual price £30.90).
- Teaching key concepts and skills in media through short films. Free publication: *KS3 Series Media Book* (usual price £10.95).
- Supporting critical reading and writing about poetry at GCSE, incorporating assessment for learning approaches. Free publication: *KS3 Series Poetry Book* (usual price £10.95).

NB: This is a repeat of a similar course held last year.

A lovely day. Useful, enjoyable and inspiring. A delicious lunch too.

Selina Payne, St Mary's Girl's School, Worcester on the 'English Essentials for NQTs' course.

The EMC Multimodal Package: Using Media in English to Raise Achievement A Department-based Training and Resource Package

What's in it for you and your school?

A recent NFER review of the evidence on what works in 'narrowing the gap' pointed to enrichment activities that 'develop confidence, teamwork and other soft skills and can be effective in improving attendance, promoting enjoyment and raising achievement among vulnerable groups'. This package will bring you everything your English department needs to create experiences like this for your students through multimodal approaches. The package can be adapted for your priorities and includes:

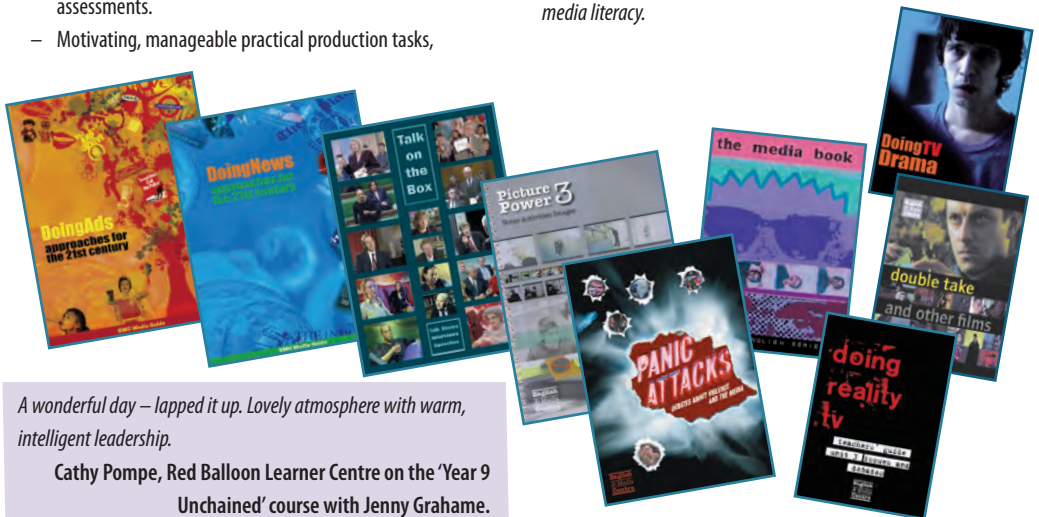
- Publications: a copy of every media publication produced by EMC since 2000, worth over £1000!
- Bespoke CPD: a full day, or the equivalent, for your department on integrating media into KS3 and 4, which can be organised in various ways for example, twilight or Saturday sessions. Topics could include:
 - Multimodal approaches and classroom strategies to enrich English lessons and support literacy and achievement at KS3 and beyond.
 - Multimodal strategies to support a range of KS4 controlled assessments.
 - Motivating, manageable practical production tasks,

generating speaking and listening opportunities, ways into texts and real contexts for writing.

- Media-focused enrichment projects for KS3 for narrowing the gap.
- Creating cross-curricular or 'deep learning' activities.
- Advice on developing Media Studies options at GCSE and A level.
- Online: support and optional further reading enabling you to pilot material, feed back, and evaluate impact.

Cost: £995 plus travel expenses. Includes publications worth over £1000. Contact jenny@englishandmedia.co.uk to discuss content, delivery or development within a consortium of schools.

Jenny Grahame is a former English and Media teacher who has developed a wide range of media education resources and publications for EMC, and is the editor of MediaMagazine. She has delivered English and Media Studies CPD from KS2 to MA level, and led a variety of research projects in teaching and learning. She is currently contributing to the Institute of Education's major ESRC research into progression in media literacy.



A wonderful day – lapped it up. Lovely atmosphere with warm, intelligent leadership.

Cathy Pompe, Red Balloon Learner Centre on the 'Year 9 Unchained' course with Jenny Grahame.

International Baccalaureate: English Literature A (New Specification)

Course tutor: Dermot Gilvary

Thursday 9th June

Course no: 881. £225.

Why should you attend?

The International Baccalaureate has created a set of new language specifications, which will be taught in schools from September 2011 and examined for the first time in May 2013. English Literature A will replace the existing English A1 course. This course will give a detailed overview of the content of the new specification, its forms of assessment and its pedagogical background. You will have the opportunity to ask questions of an experienced leader and to share ideas with fellow teaching professionals.

What will the course cover?

- Differences between the old English A1 specification and the new English Literature A specification.
- Aims and objectives of each part.
- Oral and written assessments.
- Literature in Translation.
- Choices of texts, course management and sequencing.
- Considerations for Higher Level and Standard Level candidates and native and non-native speakers.

Dermot Gilvary has taught at Oakham School, Rutland, for many years and has contributed to the development of the International Baccalaureate there. He is involved in examining and teacher training for the IB in Europe and North America. He is currently editing "Dangerous Edges of Graham Greene", a collection of essays to be published by Continuum (New York) in 2011.

New OCR A Level Literature Poetry: Emily Dickinson

Course tutors: Barbara Bleiman & Lucy Webster

Monday 13th June

Course no: 882. £225.

Why should you attend?

January 2012 will see the first examination of new poetry texts for OCR Unit 1. This course is about teaching Emily Dickinson, whose poetry is likely to be a popular choice among the new set poets. There will be a strong emphasis on close reading skills for the

examination, as well as a chance to explore critical and contextual material on the poetry both at an adult level and in thinking about how to use it with students.

What will the course cover?

- Getting to grips with the poetry at an adult level and developing your own subject knowledge.
- Practical creative and critical classroom approaches.
- Critical material to inform your own thinking and use and adapt for classroom use.
- Ways of developing students' engagement, confidence and skills in approaching close reading.
- How to help students to reach the highest grades in their writing.

Essential Knowledge for A Level Language Teachers

Course tutor: Alison Ross

Tuesday 21st June

Course no: 884. £225.

Why should you attend?

A Level Language specifications aim to develop students' awareness of how language works. This 'crash' course will demystify the terminology, concepts and skills that teachers and their students need to achieve this aim. Activities will demonstrate how intuitive understanding of these concepts – phonology, syntax, semantics and pragmatics – can be harnessed and introduce a manageable set of key terminology for each. Teachers will take away a range of materials (spoken, electronic and written data) and engaging classroom activities. Each session will include ways to apply what has been learned to textual analysis.

What will the course cover?

- Phonology: how to teach IPA (the symbols of the International Phonetic Alphabet).
- Syntax: the 4 'keys' that lead to understanding of all grammatical concepts.
- Semantics: developing concepts of connotation and metaphor.
- Pragmatics: focussing on what the speaker means in practice.

Alison Ross has been a senior examiner and moderator for leading exam boards, involved in preparation of exam and training materials. She has written 'Language Knowledge for Secondary Teachers' and several textbooks for A Level Language & Literature.

The Road at A Level for AQA B, Unit 1

Course tutors: Barbara Bleiman & Lucy Webster

Tuesday 28th June

Course no: 887. £245. Fee includes a copy of our forthcoming study guide on *The Road* (usual price £40).

Why should you attend?

In January 2012 new texts for AQA B Unit 1 Studying Narrative will be examined for the first time. *The Road*, already a popular coursework text on other specifications, is an excellent choice of text for the study of narrative. This course will draw on material from our DVD publication (due out at the beginning of June), providing approaches to the text for A Level. If you are following a specification other than AQA B, please contact Barbara or Lucy at the Centre to discuss how far the course would meet your needs.

What will the course cover?

- A chance to talk about the text at an adult level.
- Critical and creative strategies for teaching about language, structure and form.
- Ways of putting the text in its wider generic and literary context, as an example of post-apocalyptic fiction.
- Critical material to support you and your students.
- Ideas for wider reading, if you're teaching the text for coursework.
- Resources that draw on our forthcoming publication, our video interview with Professor Adam Roberts of Royal Holloway, and a selection of other useful web-based resources.

Child Language Acquisition at A Level

Course tutor: Alison Ross (aka Technonanny)

Wednesday 6th July

Course no: 889. £235. Fee includes a copy of our DVD publication *Mathilda Speaking* (usual price £24.95).

Why should you attend?

All A Level Language specifications include the study of Child Language Acquisition (CLA). It is a fascinating topic that can motivate students, but teachers need to find a path through the theories and research. This course will focus on a range of lively examples illustrating the development of children's speech and writing. It will show how students can apply their own wealth of experience to data in the exam, drawing on a few key concepts and theories. You

will also take away some invaluable resources for your classroom teaching: Mathilda Speaking DVD; Technonanny audio recordings & transcripts (in addition to those already available on Teachit).

What will the course cover?

- Some 'big' ideas to motivate students' exploration of child language development.
- An overview of key concepts in the study of CLA.
- A framework for approaching the analysis of exam data.
- Discussion and analysis of examples of children speaking (video and audio recordings with transcripts).
- Discussion and analysis of examples of children's writing.

For Alison Ross's details, please see Essential Language Knowledge for A Level Teachers, Tuesday 21st June.

Teaching Mr Pip at GCSE and A Level

Course tutors: Barbara Bleiman & Lucy Webster

Thursday 14th July

Course no: 892. £225.

Why should you attend?

This is a new set text for AQA GCSE and a popular coursework text at A Level. The course will explore the text itself, its themes, features and contexts, as well as offering practical approaches to engage students and help them get to grips with its fascinating but complex qualities. You will go away having had a chance to think about how best to approach the text in the classroom, in ways that meet the needs of your students and the requirements of your specification.

What will the course cover?

- A chance to think about the challenging aspects of the text and how to make these pleasurable for students.
- Classroom strategies and resources to support your teaching.
- Critical material to inform your own teaching and adapt for use with students.
- A way of dealing with the contextual knowledge that students may need to get the most out of the text, whether literary, cultural or historical.
- Ways of ensuring that students of different ages and abilities are supported in their reading and writing about the text. (This may involve dividing into A Level and GCSE workshops, depending on the composition of the group.)

Media Theory: the One-Day Crash Course

Course tutor: Julian McDougall

Friday 24th June

Course no: 886. £225.

Why should you attend?

Are you struggling to absorb and keep up with the media theories students need to know about? Confused about which theoretical ideas are essential for A Level Media? Or are you an English teacher new to Media Studies with no time to 'cram' the reading? This one-day 'crash course' will provide a basic theoretical toolkit for A Level Media teaching in a friendly and supportive context. You will be given guidance on the key theoretical ideas, copies of key readings to take away and exemplar teaching activities to help pitch the theories to a suitable level and to differentiate.

What will the course cover?

- A chronological route through the theories that would be covered on a Media Studies degree course.
- Basic theories of audience, genre and reception.
- The more complex and recent debates around 'Media 2.0' and post-modern identity.
- Reading, resources, links and classroom activities to help you to apply the ideas in accessible ways with your own students.

NB: This is a repeat of a course held in Autumn 2010.

In Autumn 2011 we will run a follow-on course dedicated to new classroom approaches to applying A Level theory in practice.

Julian McDougall is Head of Creative Arts, Reader in Media Education, and PGCE Course Leader at Newman University College, Birmingham. He is an A2 Principal examiner, author of many A Level Media textbooks, and co-editor of the Media Education Research Journal.

Excellent range of recommended resources, concepts clearly explained, creative and exciting ideas for helping students access theory.

Carlene Barnett, Twynham School, on 'Media Theory: the One Day Crash Course' with Julian McDougall.

A Beginner's Guide to Getting the Most from the OCR Media Studies A Level Specification

Course tutor: Pete Fraser

Friday 8th July

Course no: 890. £225.

Why should you attend?

The OCR Media Studies A Level invites fresh thinking to classroom practice and includes some radically different approaches to the subject. This course will explore a route through the course that encourages creative, collaborative, reflective work. The day will be organised so that participants can debate the issues, explore the topics and discuss forward planning confidently, with activities which can be transferred to the classroom and resources on disk and online for you to use back at school or college.

What will the course cover?

- Ways through the four-unit specification.
- Tackling the topics.
- Examples of student work on DVD and new assessment practices.
- New strategies for organising the new curriculum.

Pete Fraser was for many years Head of Media at Long Road Sixth Form College, Cambridge and is now a senior examiner, researcher, author of Pete's Media Blog for 'MediaMagazine' and a freelance CPD provider.

The entire day was really helpful and engaging. I am no longer terrified about next year – the fear has transformed into excitement. Thank you!

Charis Creber, Priory C of E School, on 'A Fresh Look at the New OCR Media Studies A Level Specification' with Pete Fraser.