

Component 1: Topic – 1. Physical Geography

Introduction to AS Geography

Potential exam dates:

Tuesday 16th May 2017

Friday 19th May 2017

Both papers are an hour and a half in length and account for 50% of your AS level qualification each.

Areas of Focus

- **Introduction to the Course**
- **AS Level style tasks**
- **Re-branding of the town**

Starter: Why is geography important to you? Using just one reason write an A-level standard explanation of how geography will help you in later life

Overview of AS

- Two Components:
 - Component 1: Physical Geography and People and the Environment 50% of AS (25% of GCE)
 - Component 4: Human Geography and Geography Fieldwork Investigation 50% of AS (25% of GCE)
- Both exams to be taken in May 2017

Component 1: Physical Geography and People and the Environment

- For paper 1 you will have the following modules to study:
 - Section A: Water and Carbon Cycles, Coastal Systems and Landscapes , Glacial Systems and Landscapes
 - Section B: Hazards or Contemporary Urban Environments

You will answer either question 1, 2 or 3 (whichever one relates to Water and Carbon Cycles) and either question 4 or 5 (whichever one relates to Hazards)

Each question will have a mix of multiple choice, short answer, levels of response an extended prose

Component 4: Human Geography and Geography Fieldwork Investigation

- For paper 2 you will have the following modules to study:
 - Section A: Changing Places
 - Section B: Geography Fieldwork Investigation and Geographical Skills

You will answer all of question 1 (Changing Places)

You will answer all of question 2 (Fieldwork/Skills)

You can choose whether you answer question 3 or 4 (based on different case study fieldwork given to you in exam)

Each question will have a mix of multiple choice, short answer, levels of response and extended prose

Fieldwork Opportunities

- The A level course requires you to learn about and practice fieldwork skills. Over the course of Year 12 we will aim to visit places including:
 - An afternoon/day out to visit a local river to examine some of the **Water and Carbon Cycles**
 - A morning/afternoon around Cannock itself, and a potential day trip to a different town/city (eg. Birmingham) to help compare settlements for the **Changing Places** unit.

Component 1: Topic – 1. *Physical Geography*

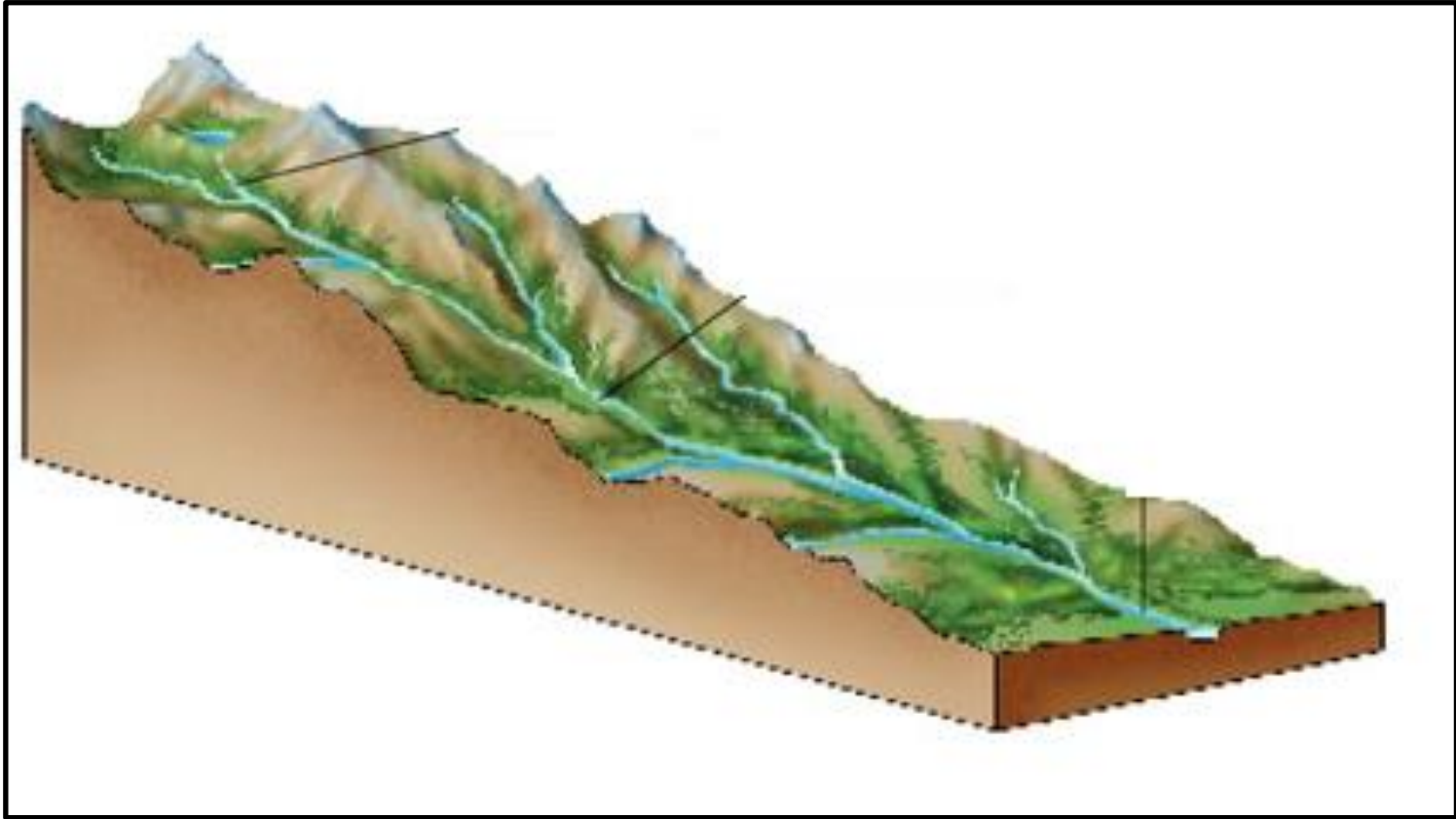
Introduction to AS Geography

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Water and Carbon Cycles

- One of the first topics we will cover is **Water and Carbon Cycles**. This covers:
 - Water cycles such as rivers
 - Carbon cycles and how it is passed around the atmosphere and into living things
- Today we are going to investigate the AS level work through an investigation into the Long Profile of Rivers.

The Long Profile



Sketch yourself a rough diagram of the long profile of a river. We are going to add some annotations to the diagram to show some of the key processes that occur along the way

Research and Annotations

- A large part of the A level program will centre around your own research, notes and investigations. For this task you are going to practice this!
- Watch the video on the first link below and then complete some annotations onto your diagram to show a range of the main features of the rivers long profile.
- <http://www.alevelgeography.com/the-long-profile/>
- <https://geographyas.info/rivers/long-and-cross-profiles/>
- <http://www.acegeography.com/long-and-cross-profiles-of-a-river.html>
- (All these were found from googling *A level River Long Profile*)

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Rebranding Cannock

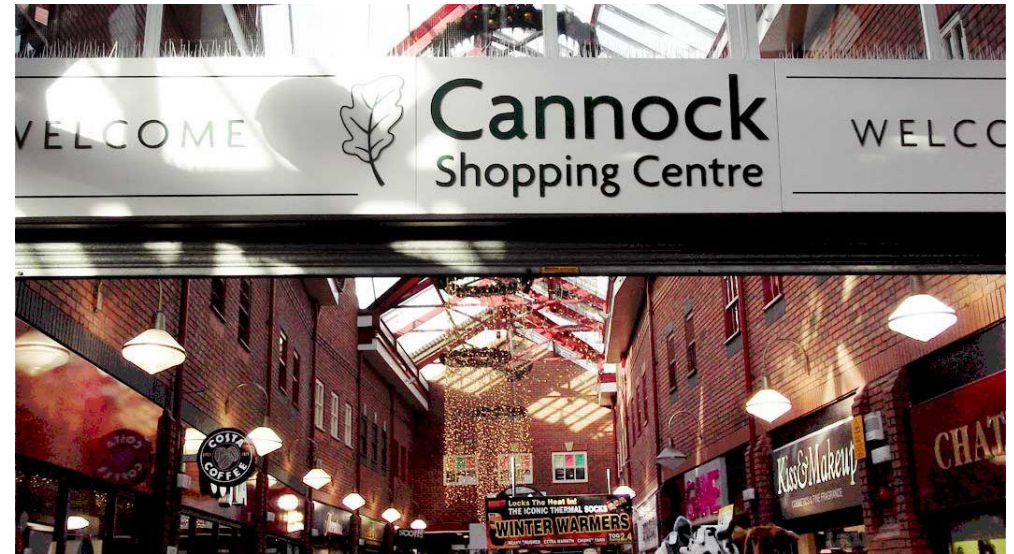
An introduction to analysis and
examining projects at A Level

Connection: What are the existing opportunities in Cannock?

<u>Category</u>	<u>Existing opportunities</u>	<u>Future needs</u>
Employment	<i>(named local factories/work places)</i>	
Leisure	<i>(named amenities in a 10 mile radius)</i>	
Shopping	<i>(major retail locations and types of retail)</i>	
Housing	<i>(named pleasant areas to live)</i>	
Communications	<i>(named road/rail links)</i>	

- 1. Create a three column table - Under the first 2 headings list the current facilities of Cannock:
- 2. Under 'future needs' – add what else is needed in Cannock to attract people to live here. Put ideas under each heading.
- 3. Identify specific examples of named businesses that could be approached to locate in Cannock and state why they should be asked.

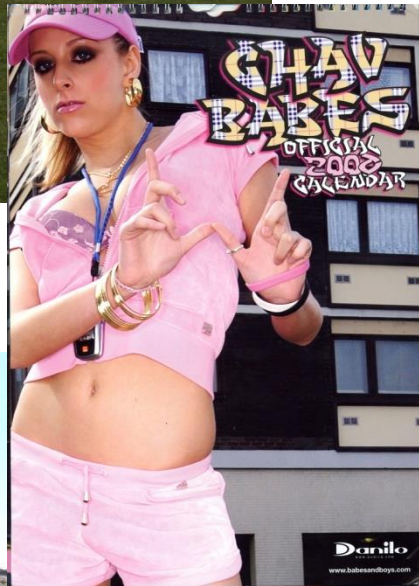
Activation



1. Discuss as a group what impressions people have of Cannock as a town. See if you can come up with a range of different views from a range of people (eg. Local businesses, young families, wealthier people etc.)

2. Is this a fair representation of Cannock?
Can you give reasons for Cannock's poor image?

3. What have they missed? Note any other positive and negative points about Cannock!





Demonstration - background

- Cannock suffers from a bad image and declining job opportunities – the mines have all closed and manufacturing across the UK is moving to cheaper locations abroad.
- Your task is to suggest ways to:
 1. **Re-generate** (improve the economy - job opportunities) and
 2. **Re-image** Cannock (the way people from elsewhere perceive the town).
 3. Together, re-generation and re-imaging are known as **REBRANDING**.

Demonstration – Rebranding Cannock activity.

- Successful rebrands often choose a theme that builds on what is already there – eg Liverpool’s rebrand included flagging-up the links with the Beatles, Manchester’s included sport and Glasgow’s built on its architectural heritage.
- Try to consider at least ONE of these themes:
 - **Tourism (especially outdoor activities);**
 - **Industrial ‘heart of England’ (communications – road, rail, air / skilled workforce);**
 - **Any other you can suggest – negotiable.**

MUST – Devise a plan stating how to rebrand Cannock based on your theme. Be as specific as possible. Include: Who would the rebrand be aimed at helping? How would you re-generate the economy - what new investment would be needed and by whom? How would you re-image Cannock? Who would be responsible for seeing your rebrand to fruition?

SHOULD – How can the rebrand be made sustainable? How could it be financed? What issues might have to be overcome?

COULD - Devise a slogan and logo for your rebrand.

Demonstration

- Now your group will feedback a summary of your suggestions.

PEER MARKING

The other groups need to give a mark out of 5 for the suggestions – 1=poor/5=excellent.

Homework – due first lesson back in Sept.

- What fieldwork and research techniques would you use to identify if Cannock needs rebranding?
- You will have to write a report of approx 1 side of A4 to include -
 - 1. A description of the methods you would use – 3 research/3 fieldwork.
 - 2. Explain why you are using this method – what it will tell you about whether Cannock needs rebranding.
- EG – RESEARCH – Using the website <https://www.nomisweb.co.uk/reports/lmp/la/1946157173/report.aspx?town=cannock> you could find out unemployment rates in Cannock and compare them to the UK average. If the rates in Cannock are higher this will indicate a re-generation of the local economy is needed to boost jobs in the area and make it more prosperous.