

Year
10

Term
1

Key Media Concepts / Advertising

*Introduction to key media ideas and
investigation into conventions of advertising*

Term
2

**MEDIA
2023-2024**

Newspaper Industry

*Exploring the form,
purpose and relevance of
newspapers in the 21st
Century*

Term
3

Film Industry

*Investigating how independent &
Hollywood film is marketed to
maximise profit*

Term
4

Music Videos

*Assessing the value of
the music video in the
age of the digital
revolution*

Term
5

Magazines

*Using magazines to explore how the
media targets specific audiences*

Term
6

Production

*Planning, research & creation of a
media product for coursework*

Year
11