

# Media Learning Journey



Co-op Academy  
Walkden

**College – A-Level or BTEC courses**

**Hobby** – Continue to have an interest in all areas of media



**Revision & Exam Preparation** – Can you remember the key theories, terminology & topics?

**Music** – How are artists promoted using music videos & social media?



**TV** – How have sitcoms changed over time?

11

**Apprenticeships** – Creative & Digital Media, Broadcasting, TV, Film, Journalism, Marketing, Advertising

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**Newspapers** – How are *The Sun* & *The Guardian* different? (print/ online)



**Advertising** – How has representation in advertising changed?



**NEA Brief** – Can you work to a brief to produce your own media product (practical production)?



**Radio** – How are radio programs regulated & produced?

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**Magazines** – How are magazines aimed at different audiences?



**Video Games** – How are video games regulated & promoted?



**Film** – How has the James Bond franchise been marketed & promoted?



**Key Concepts** – What is Media Studies?

10