



## Co-op Academy Walkden GCSE Media Studies Curriculum Overview - 2025-27

### Key Stage 4: Year 10

Year Group		AU1	AU2	SP1	SP2	SU1	SU2
10	<b>Core Theme</b>	Key Concepts  Film Promotion - James Bond	Film Promotion - James Bond  Magazines	Magazines  Video Games  Radio	Radio  NEA	NEA	Newspapers  Advertising
	<b>Unit of Work</b>	<b>Key Concepts</b> – What is Media?  <b>Film Promotion</b> - How has the James Bond franchise been marketed & promoted?  (Set products - <i>Man with the Golden Gun</i> poster, <i>No Time to Die</i> poster & in depth study of <i>NTTD</i> film)	<b>Film Promotion</b> - How has the James Bond franchise been marketed & promoted?  (Set products - <i>Man with the Golden Gun</i> poster, <i>No Time to Die</i> poster & in depth study of <i>NTTD</i> film)  <b>Magazines</b> - How are magazines aimed at different audiences?  (Set products - GQ Raheem Sterling & <i>Vogue</i> magazine Malala Yousafzai)	<b>Magazines</b> - How are magazines aimed at different audiences?  (Set products - GQ Raheem Sterling & <i>Vogue</i> magazine Malala Yousafzai)  <b>Video Games</b> ( <i>Fortnite</i> ) - How are video games regulated and promoted to audiences?  <b>Radio</b> - ( <i>Desert Island Discs</i> ) - How are radio programmes produced and regulated?	<b>Radio</b> - ( <i>Desert Island Discs</i> ) - How are radio programmes produced and regulated?  <b>NEA</b> - Can you work to a brief to produce your own media product (practical production)?	<b>NEA</b> - Can you work to a brief to produce your own media product (practical production)?	<b>Newspapers</b> - How are <i>The Sun</i> and <i>The Guardian</i> different (print/online)?  <b>Advertising</b> - How has representation in advertising changed?  (Set products - <i>Quality Street</i> & 111)

# Co-op Academy Walkden GCSE Media Studies Curriculum Overview - 2025-27

## Key Stage 4: Year 11

Year Group		AU1	AU2	SP1	SP2	SU1	SU2
11	<b>Core Theme</b>	Television - Sitcoms  Paper 1 Revision	Television - Sitcoms  Music Promotion	Music Video & Promotion	Magazines	Revision & Exam Preparation	
	<b>Unit of Work</b>	<b>Television</b> - How have TV sitcoms changed over time?  <i>(Friends &amp; Modern Family)</i>  <b>Paper 1</b> - Revision	<b>Television</b> - How have TV sitcoms changed over time?  <i>(Friends &amp; Modern Family)</i>  <b>Music Promotion</b> - How artists are promoted using music videos and online/ social media?  <i>(Duran Duran - Rio, Stormzy-Superheroes &amp; Taylor Swift - The Man)</i>  <b>Paper 2</b> - Revision	<b>Music Promotion</b> - How artists are promoted using music videos and online/ social media?  <i>(Duran Duran - Rio, Stormzy-Superheroes &amp; Taylor Swift - The Man)</i>  <b>Paper 2</b> - Revision	<b>Music Promotion</b> - How artists are promoted using music videos and online/ social media?  <i>(Duran Duran - Rio, Stormzy-Superheroes &amp; Taylor Swift - The Man)</i>  <b>Revision &amp; Exam Practice</b> - Can you remember the key theories, terminology and topics?	<b>Revision &amp; Exam Practice</b> - Can you remember the key theories, terminology and topics?	