

Date	Exams/ Assess	Unit(s)
1/9/25		• Intro. to Media Studies: focus on media language – variety of ‘unseen’ products. • Basic theories introduction: uses & gratifications, narrative & character archetype theory and Mulvey’s male gaze. • Focus on BBFC regulation & horizontal vs. vertical integration • Comp. 1 James Bond <i>The Man With The Golden Gun</i> poster analysis (and clips from film) & <i>No Time To Die</i> poster analysis (and DVD sleeve analysis/clips etc) • James Bond website analysis. • CORE TASK: Component 1. Section B film industry (website focus) question.
8/9/25		
15/9/25		
22/9/25		
29/9/25		
6/10/25		
13/10/25		
20/10/25		
3/11/25		• Intro. audience segmentation, consumer theory & psychographics – applied to ‘unseen’ ads inc. ‘historical’ advertising texts: ASSESSMENT: Comp. 1 Sec. A 2a & 2b: TMWTGG film poster context & comparison Q’s. • Advertising regulation & the ASA • Comp. 1 Quality Street, brand history & development over time: set text. • Comp. 1 NHS 111 set text: intro. to public health campaigns & NHS 111 campaign. • CORE TASK: Comp. 1 Sec. A 1a, 1b & 1c Q’s on Quality Street set text.
10/11/25		
17/11/25		
24/11/25		
1/12/25		
8/12/25		
15/12/25		
5/1/26		
12/1/26		• Introduction to Comp. 2 Music Videos: focus on industry & MTV 1980s context. • Focus on camera shot types and movements. • Focus on Duran Duran's 'Rio' (set historical text) in depth textual analysis. • CORE TASK: Storyboard Rio, applying relevant theory & reference to shot types. • Modern music industry introduction, focus on Lizzo: social media, website etc. • In depth analysis of Lizzo's music video 'Good As Hell'.
19/1/26		
26/1/26		
2/2/26		
9/2/26		
23/2/26		
2/3/26		
9/3/26		
16/3/26		• Magazine industry intro: ‘unseen texts’, esp. any that represent Lizzo or Bieber. • Intro. to GQ magazine (Comp. 1 set text): research history of the brand. • In depth analysis of GQ magazine set text cover – ‘Raheem Sterling’. • CORE TASK: Comp. 1 Sec. A 1a, 1b & 1c Q’s on the GQ set text. • Intro. to Vogue magazine (Comp. 1 set text) research history of the brand. • In depth analysis of Vogue magazine set text cover – ‘Malala’.
23/3/26		
30/3/26		
20/4/26		
27/4/26		
4/5/26		
11/5/26		
18/5/26		
1/6/26		• CORE TASK: Storyboard either GAH or Intentions, applying relevant narrative and character archetype theory & reference to shot types. • Intro. to Component 2 Crime TV unit: history of the genre – analysis of DVD sleeves and promotional posters for <i>Trigger Point</i> & <i>The Sweeney</i> set texts. • Intro. to the 2027 Component 3 NEA briefs: research and planning. • General research relevant to briefs chosen and analysis of style models.
8/6/26		
15/6/26		
22/6/26		
29/6/26		
6/7/26		
13/7/26		
		SUMMER HOLIDAY H/K: research and detailed planning, inc. taking of images, for NEA.