

National 3 Media (Course Code: C748 73)

SCQF Level 3 (18 Credit Points)

Why study Media?

The media plays a central role in our world. It affects society at all levels, from economics, politics, community, culture and individual.

In this course you will analyse the media and its role in everyday life. You will develop your analytical and critical skills through looking at various examples of texts from newspapers, TV, film, radio or the internet. And, you will improve your creative and expressive skills when you learn to create your own media content.

The skills you learn in this course are useful in many career areas. This includes writing, the performing arts, journalism and publishing.

Career Pathways

To see what career areas this subject could lead to and the routes to get there, download and view these career pathways:

[Communications and Media](#)

What do I need to get in?

The school or college will decide on the entry requirements for the course.

What will I study?

This course aims to help you improve your critical and creative skills through looking at and creating media content. You will learn to look at things like film posters, websites, film, radio or TV adverts in a critical way. And, you will get to know key concepts of media, such as language, representation, narrative, audience and categories. Creating media content is a big part of this course where you might produce work using a camera or computer. You will be aware of the opportunities and challenges going on in the media industry.

The course has **two** compulsory units.

Analysing Media Content (9 SCQF credit points)

In this unit you will:

- learn the skills to study media content
- learn key concepts of media to help you study simple media content: categories, language, representation, narrative, audience and institution.

Creating Media Content (9 SCQF credit points)

In this unit you will:

- learn skills you need to create simple media content
- learn key concepts of media to help you create simple media content: categories, language, representation, narrative, audience and institution.

How will I be assessed?

Your work will be assessed by your teacher or tutor on an ongoing basis throughout the course. Items of work might include:

- practical work – creating a film poster, or carrying out research
- written or verbal work – creating newsletters or taking part in group discussions.

You must pass both units to gain the course qualification.

Study Materials

What can I go on to next?

If you complete the course successfully, it may lead to:

- **National 4 Media**

Further study, training or employment in:

- Communications and Media
- Performing Arts