

National 4 Media (Course Code: C748 74)

SCQF Level 4 (24 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.

What do I need to get in?

The school or college will decide on the entry requirements for the course. You would normally have achieved:

- **National 3 Media**

What will I study?

This course aims to help you improve your critical and creative skills through analysing and creating media content. You will learn to look critically at examples of different media like film trailers, websites, radio or posters. And, you will get to know key concepts of media, such as language, representation, narrative, audience and categories. Learning to create media content is a big part of this course, where you might use camerawork or desktop publishing skills. You will learn to appreciate the opportunities and challenges going on in the media industry.

The course has **two** compulsory units, plus an **added value** unit that assesses your practical skills.

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 media content in a straightforward way: 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 straightforward media content
- learn key concepts of media to help you create straightforward media content: categories, language,

representation, narrative, audience and institution.

Added Value Unit: Media Assignment (6 SCQF credit points)

In this unit you will:

- research a chosen topic
- plan and create media content, carrying out at least one specific production role
- reflect on the process and product.

How will I be assessed?

Your teacher or tutor will assess your work on a regular basis throughout the course. Items of work might include:

- practical work – creating an advert, or carrying out research
- written or verbal work – producing a report or giving a presentation
- class-based exams.

You must pass both units plus the added value unit 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 5 Media**

Further study, training or employment in:

- Communications and Media
- Performing Arts