

MEDIA – NATIONAL 4

What are the aims of this course

- To be able to analyse and create media content.
- To develop media literacy skills and appreciate the opportunities and challenges of the media industry.

What are the recommended entry levels for this course?

- CfE Level 3

What content is included in this course?

- Analysing Media Content
- Creating Media Content
- Added Value Unit

What skills will I develop?

You will develop your analysis skills beyond your study of media in English to date. You will consider not only the media product itself but the conditions it has been produced in, from a business perspective.

The practical element of the course requires you to put your knowledge of media into a product of your own, whether that is through print, film, audio or web-based. This requires you to work with others to create a media product.

What learning and teaching approaches will I experience?

The approach to teaching will vary depending on the unit of work you are completing. There will be a wide mixture of direct teaching, group, paired and class discussion. As you complete production-based tasks, the onus is on you to work well as part of a team, with support from your teacher. Independent research will also be required as you complete your Added Value Unit.

How will I be assessed?

There will be one formal assessment at the end of the Analysing Media Content unit. This will take place after completing your first unit of work. You are required to answer questions on the studied production in exam conditions.

Both the Creating Media Content unit and Added Value Unit are assessed continuously throughout the process of completion.

All units are assessed on a pass/fail basis.

What are the homework requirements?

You will be given regular homework which will focus on developing your understanding of mass media. You will be required to do research at home for production units.

What are the possible progression routes?

- National 5 Media.
- National 4 is accepted as an entry requirement for many college courses. It is highly valued as a qualification by employers.

Certification anticipated in:

National 4 Media is allocated 24 SCQF credit points at SCQF level 4.