

## Why Media?

The main purpose of this course is to analyse and create media content. The course enable learners to understand and develop their media literacy skills and appreciate the opportunities and challenges that occur within the media industry.

This course provides learners with opportunities to develop both knowledge and understanding of the media and the ability to create media content.

## Course Outline

In this course there is freedom to plan according to the needs of candidates. Areas and topics of study allow for personalisation and choice.

The course is made up of three mandatory units, including the Added Value Unit. The three units, taken together, include the skills of analysing and creating media content. The course provides opportunity to integrate these skills because creation and analysis are inextricably linked. Each unit also offers opportunities for learners to focus on particular skills.

Learners should develop knowledge and understanding of the six key aspects of media literacy which are central to analysing and creating media content. These are:

- ◆ Categories; language; representation; narrative; audience; intuition

## Skills, Knowledge and Understanding

This course enables learners to communicate, be critical thinkers, develop cultural awareness, and be creative. The following summarises the skills, knowledge and understanding:

- ◆ analysing and creating straightforward media content, as appropriate to purpose, audience and context
- ◆ knowledge of the key aspects of media literacy
- ◆ knowledge of the role of media in society
- ◆ knowledge of contextual factors, constraints and freedoms that affect producers of media content
- ◆ straightforward evaluative skills

# MEDIA STUDIES NATIONAL 4

## Analysing Media Content

The General aim of this unit is to provide learners with an opportunity to develop the skills needed to analyse media content. The unit provides learners with the opportunity to develop knowledge of the key aspects of media literacy central to the straightforward analysis of media content.

Learners will carry out straightforward analysis of media content by:

- ◆ describing media content
- ◆ describing media context
- ◆ describing the relationship between media content and context
- ◆ applying knowledge of relevant key aspects of media
- ◆ Literacy

## Creating Media Content

The general aim of this unit is to provide learners with the opportunity to develop the skills needed to plan and create straightforward media content and to comment on production processes.

Learners will create straightforward media content by:

- ◆ planning and developing ideas in response to a negotiated brief
- ◆ using production skills appropriate to the media content and context
- ◆ commenting on the production process
- ◆ applying knowledge of relevant key aspects of media
- ◆ Literacy

## Added Value Unit

The general aim of this unit is to enable the learner to provide evidence of added value for the National 4 Media course.

Learners will carry out an assignment which shows they can analyse and create straightforward media content by:

- ◆ generating ideas in response to a brief
- ◆ researching and analysing media content relevant to the brief
- ◆ planning and creating media content, carrying out at least one specific production role
- ◆ reflecting on the process and product

**Course assessment is graded Pass/Fail**



## FACULTY OF ENGLISH

### English Staff:

Mrs Caron Sievewright  
Mrs Paula Wilson  
Mr Paul Grant  
Ms Dawn Gavin  
Miss Emily Allen  
Mr Daniel Sexton

### Career Areas:

English is a universal requirement and is thus relevant to all career areas.

However, it is particularly important for the following:

Journalism, marketing, advertising, broadcasting, events managements, information services, travel and tourism.

### Courses in Turriff Academy

English National 3  
English National 4  
English National 5  
English Higher  
English Advanced Higher  
Media Studies National 4

### Useful websites to help you with your choices:

[www.myworldofwork.co.uk](http://www.myworldofwork.co.uk)  
[www.skillsdevelopmentscotland.co.uk](http://www.skillsdevelopmentscotland.co.uk)

*Further advice and information on these options is available from your subject teacher, guidance teacher and careers adviser.*