



# MEDIA

Course Summary & Curriculum Plan for  
Media Studies



## **National 4 and 5 Media – Course Rationale**

Media is an exciting subject which allows students to get to grips with the world around them, from Youtube to cinema adverts, from posters at the local bus stop to Oscar Winning movies. Media is the perfect subject for students who have an interest in film, TV, advertising and cinema production. Media teaches young people to question the mass media as we know it, to recognise bias and to engage with the process of media creation. In this course, students will have the chance to study multiple media pieces (some of these will be longer productions and others may be short Youtube clips), to consider the role of media in society and to create their own media piece.

This is a hands on and demanding academic course, which does involve a lot of writing.

Through the study of media students will develop the following skills:

- Analysis skills
- Team work skills
- Communication skills, both written and verbal
- Production skills
- Time management skills

## **National 4 Media: Overview**

There are two units which must be completed:

- Analysis of Media
- Creation of Media

Both of these need to be completed in order to pass the course.

There is an Added Value Unit which will be set internally and assessed internally. This needs to be completed and passed in order to achieve the course award.

### **UNITS**

#### **Analysis of Media**

You will analyse a number of media texts over the course of the year. These will come from a range of media forms and genres. In each case you will analyse the content (*narrative, representations, language codes, and categories*) and the context (*audience, institution, and society*).

To pass the unit, you will learn to analyse the content and contexts separately, and also in the manner that they interact and influence each other. You will need also to be able to describe the role that a media text has performed within a context.

#### **Creation of Media**

In order to pass the unit, you will go through a design process, where you analyse a brief; research the conventions; create ideas (developing one of them) and then produce a media text. After production is complete, you will evaluate your performance for strengths and weaknesses with an aim to improving the next time.

Over the course of the year, you will create print, moving image and audio texts.

### **AVU**

During the year, there will be an Added Value Unit (in keeping with the other Nat 4 courses that you are taking this session).

The assignment is an INDIVIDUAL project that will result in the creation of a media text. You will work through a booklet and be assessed on the pre-production planning and evaluation that you create along with the finished media text.

It is the intention that the flash drive can also then be used as a method of storing work done in response to the Assessment Standards for both Analysis and Creation of Media. Assignment notes and final product could also be placed on this drive enabling it to be portable and accessible to the department.

## **National 5 Media: Overview**

The N5 media course is made up of two sections. The whole course is worth 120 marks in total.

**Section One: Understanding and Analysis of Media content.** This includes questions about the following:

- Audience
- Media language (camera angles, lighting, costume etc)
- Genre
- Narrative
- Impact of society
- Institutions
- Role of the media
- Unseen analysis of a film poster

Section one of the media course is assessed in the exam. The exam last for 2 hours and is worth 60 marks. **This is 50% of a students grade in Media.**

### **Section Two: Developing and creating own content.**

In this section of the course, students will create their own piece of media. This could be a short film, a movie trailer, a story board, a magazine cover etc. This assignment is all coursework and is worth the **remaining 50% of a students overall grade.** This section is completed between the October and the Easter holidays.

The assignment is broken down into 2 sections.

**Section One:** Planning section worth 25 marks. This is made up of 5 5 mark questions.

**Section Two:** Post Production Development and Reflection section worth 35 marks. This is made up of 7 5 mark questions.

The assignment is submitted to the SQA in March and must be completed ahead of this to allow time for teacher review.

### **Ways a mentor can help:**

- Ensure that students are on track with the assignment. As this is all course work there is a major opportunity for students to excel here. There is really no reason why, with the right work ethic a student should not get full marks on the planning section and high marks on the development section. Ask students about whether or not they are meeting course deadlines. Encourage them to come to study support.
- The exam questions in media are very wordy and quite convoluted. There is a real skill in being able to work out what the question is actually asking you. Students need to practice looking at past papers and decoding the questions. Encourage the students to 'translate the exam question'.

- There is a lot of writing in N5 media. More so than any subject in the Languages Faculty. Students simply must be able to write quickly. Encourage students to practice doing exam questions in a strict way in which they are timing themselves and not worrying about how neat their work is.
- Remind students, that unlike English, no marks are awarded for the style of their writing. They can put their whole exam answer as a list of bullet points and this is absolutely fine.

## National 4 and 5 Assessment Dates

<b>Assessment</b>	<b>Date</b>
Extras Media language assessment	June
Analysis of Media Content: Language	Early Sept
Analysis of Media Content: Categories	Late Sept
Analysis of Media Content: Narrative	Early Oct
Analysis of Media Content – N4 BANKING ASSESSMENT	Early Oct
Creation and Production: Planning media content Step 1 and 2, negotiate brief and generate ideas in relation to media content	October – prior to the October holidays
Creation and Production: Planning Media Content, finalize plans and have planning section of assignment	Completed by Mid Nov
Role of media content assessment 1	Late Nov
Role of media content assessment 2	December
Role of media content assessment 3	December
Prelim	January
Creation and Production: Development, make content	To be completed by first week of Dec
Creation and Production: Development, explain media codes and N4 Media Creation and Production Unit assessment	To be completed by first week of Feb, prior to the SQA deadline.

National 4 Media AVU Deadline	March
Unseen media practice	Easter Holidays/ Easter revision school homework piece
Practice Full Past Paper	April (dependent on exam leave dates)

Please note, while this may appear to be a lot of assessments, a number of these are past paper questions, worth between 6-10 marks, rather than formal assessments.

There are formal, internal assessments for N5 Media, instead, we will do regular past paper questions and mini assessments to monitor student progress.