



Higher National Unit specification

General information for centres

Unit title: Writing for the Media: Advanced

Unit code: F69J 35

Unit purpose: This Unit is designed to develop the candidate's ability to analyse, evaluate and produce copy and scripts for a range of media, genres and purposes. It is aimed at those who wish to gain insight into professional practice and an advanced proficiency in writing for the media. The resultant portfolio could be used to enhance and promote opportunities for employment.

On completion of the Unit the candidate should be able to:

- 1 Analyse and evaluate a selection of professional writing for the media
- 2 Produce a portfolio of original writing for media purposes.

Credit points and level: 1 HN credit at SCQF level 8: (8 SCQF credit points at SCQF level 8*)

**SCQF credit points are used to allocate credit to qualifications in the Scottish Credit and Qualifications Framework (SCQF). Each qualification in the Framework is allocated a number of SCQF credit points at an SCQF level. There are 12 SCQF levels, ranging from Access 1 to Doctorates.*

Recommended prior knowledge and skills:

Access to this Unit is at the discretion of the centre. However, it is recommended that the candidate should have achieved the HN Unit F69K 34 *Writing for the Media* or have similar qualifications or relevant work experience.

Core Skills: There are opportunities to develop the Core Skill component of written communication at SCQF level 6 in this Unit, although there is no automatic certification of Core Skills or Core Skills components. Further detail is provided in the Support Notes.

Context for delivery: If this Unit is delivered as part of a Group Award, it is recommended that it should be taught and assessed within the subject area of the Group Award to which it contributes.

If it is delivered as part of the HNC/HND Creative Industries: Media and Communication awards, there are opportunities for integration with the SCQF level 8 Units in, eg journalism, radio, video production, advertising, public relations, marketing and event planning.

Assessment: Outcome 1 involves analysing and evaluating professional pieces of writing which could be linked. Outcome 2 involves producing a portfolio of original writing for more than one medium.

Higher National Unit specification: statement of standards

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The sections of the Unit stating the Outcomes, Knowledge and/or Skills, and Evidence Requirements are mandatory.

Where evidence for Outcomes is assessed on a sample basis, the whole of the content listed in the Knowledge and/or Skills section must be taught and available for assessment. Candidates should not know in advance the items on which they will be assessed and different items should be sampled on each assessment occasion.

Outcome 1

Analyse and evaluate a selection of professional writing for the media

Knowledge and/or skills

- ◆ Analysing professional scripts and copy
- ◆ Features and conventions of professional scriptwriting for media purposes
- ◆ Features and conventions of professional copywriting for media purposes
- ◆ Effectiveness of professional scripts and copy
- ◆ Evaluating professional scripts and copy

Evidence Requirements:

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that they can:

- ◆ analyse and evaluate a selection of at least 3 pieces of scripts and/or copy, which may be linked

Each candidate must correctly:

- ◆ Identify medium, genre, purpose and audience
- ◆ Select and analyse the features and conventions which create impact
- ◆ Critically evaluate the effectiveness of the pieces in relation to the above
- ◆ Review the findings in a total of 1,000 words or orally in 8–10 minutes

Assessment must be conducted in conditions where arrangements are in place to assure the authenticity of the candidate's work.

Assessment Guidelines

The candidate should produce either three reviews or one extended review if the three pieces are linked. This could involve reviewing a complete publication, eg a newspaper or magazine; or a website; or copy and scripts from a PR or advertising campaign; or a film script and its promotional materials. The total number of words should be around 1,000. Alternatively, the review could be presented orally in an 8–10 minute presentation or podcast.

Higher National Unit specification: statement of standards (cont)

Unit title: Writing for the Media: Advanced

Outcome 2

Produce a portfolio of original writing for media purposes

Knowledge and/or Skills

- ◆ Writing treatments, synopses and proposals
- ◆ Researching
- ◆ Writing copy for a range of media, genres, purposes and audiences
- ◆ Writing copy and scripts which employ appropriate conventions
- ◆ Employing effective language, style and structures
- ◆ Subediting
- ◆ Narrative structures
- ◆ Storyboarding
- ◆ Using sound effects and music
- ◆ Laying out copy and scripts to a professional standard.

Evidence Requirements

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that they can:

- ◆ produce a portfolio of at least four pieces of writing, one of which should amount to a minimum of 750 words. The pieces may be linked, stand alone or form part of a wider project and must be written for a minimum of two different media. The pieces must be written to a professional standard.

The candidate must:

- ◆ write treatments, synopses or proposals, as appropriate to the chosen media
- ◆ write copy and/or script(s) for which appropriate conventions of the genres are used
- ◆ layout copy, scripts or web pages to a professional standard

Assessment must be conducted in conditions where arrangements are in place to assure the authenticity of the candidate's work.

Assessment Guidelines

The assessment pieces could be for a range of different purposes, or for the same purpose but using a variety of genres and media. They could range from promotional writing (for an advertising campaign, a PR campaign, events promotion, marketing, etc.), scriptwriting (for TV, radio, film, web), journalistic writing (for newspapers, magazines, fanzines, journals, etc) to finished websites.

Administrative Information

Unit code: F69J 35

Unit title: Writing for the Media: Advanced

Superclass category: KC

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Version	Description of change	Date

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Higher National Unit specification: support notes

Unit title: Writing for the Media: Advanced

This part of the Unit specification is offered as guidance. The support notes are not mandatory.

While the exact time allocated to this Unit is at the discretion of the centre, the notional design length is 40 hours.

Guidance on the content and context for this Unit

Outcome 1

‘Professional’ copy and scripts — should have been previously published.

The copy and scripts could be taken from an advertising campaign, a PR campaign, promotional materials concerned with managing an event, journalistic copy, radio, TV or film scripts, web pages, etc.

It is advisable to select pieces for analysis and evaluation which would exemplify professional practice and inform the candidate’s approaches to writing for Outcome 2.

Outcome 2

Treatment (script) — title, target audience, aims, duration, location, structure, style, sfx, music, etc.

Proposal — title, target audience, production team (names & roles), focus/subject, genre, final length, synopsis.

Synopsis — a summary (Who? What? How?)

Treatment (copy) — genre, theme, stance, purpose, target audience, word length, sources, etc

Genre, purpose and audience

Genre — refers to the type of text, eg feature article, human interest, drama or documentary script, etc.

Purpose — the text could have more than one purpose, eg to inform or report; to discuss; to persuade; to entertain; to express feelings and reactions; to explore an issue; to evaluate, etc.

Audience — the candidate should identify the target audience in terms of age, gender, lifestyles, interests etc.

Theme — the subject or recurring idea.

Stance — the writer’s attitude or point of view.

Higher National Unit specification: support notes (cont)

Unit title: Writing for the Media: Advanced

Features and conventions of copy writing

Structure

- ◆ Order and development of ideas
- ◆ Linkage of ideas
- ◆ Opening and closure

Language and style

- ◆ Type, length and complexity of sentence
- ◆ Punctuation: its use and effect
- ◆ Word choice (lexis), word order, imagery, use of colloquial, slang and standard English
- ◆ Register — formal/informal/specialised
- ◆ Tone, mood and atmosphere.

Presentation of copy

- ◆ Captions
- ◆ Columns
- ◆ Crossheads
- ◆ Headlines
- ◆ Masthead
- ◆ Standfirsts
- ◆ Straplines
- ◆ Subheadings
- ◆ Font size and style
- ◆ Use of lines, boxes, etc
- ◆ White space
- ◆ Colour
- ◆ WOB
- ◆ Background
- ◆ Menu
- ◆ Navigation
- ◆ Fold line

Higher National Unit specification: support notes (cont)

Unit title: Writing for the Media: Advanced

Features and conventions of scriptwriting will depend on the medium, purpose and audience but will include some of the following:

- ◆ Theme
- ◆ Setting (time and location)
- ◆ Character(s)
- ◆ Plot: ordering of events, linear or multiple storylines, etc
- ◆ Creation of suspense: hooks, cliffhangers
- ◆ Dialogue
- ◆ Order and development of ideas
- ◆ Linkage of ideas (use of a presenter, etc)
- ◆ Opening and closure
- ◆ Sfx and music
- ◆ Props
- ◆ Camera directions
- ◆ Mise-en-scene
- ◆ Narrative voice(s)

Layout/format

- ◆ Line spacing
- ◆ Margins
- ◆ Font
- ◆ Use of capitals/lower case letters
- ◆ Instructions to staff/speakers
- ◆ Numbering lines and pages
- ◆ Scene titles
- ◆ Timing
- ◆ Storyboards
- ◆ Production script
- ◆ Camera directions
- ◆ Character sketches

Higher National Unit specification: support notes (cont)

Unit title: Writing for the Media: Advanced

Guidance on the delivery and assessment of this Unit

Writing for the Media: Advanced is a core Unit in the HND Creative Industries: Media and Communication framework.

Sequence of delivery — It will be delivered after *Writing for the Media*. It is a further development of some of the writing skills which were introduced in *Writing for the Media, Journalism, Radio Production, Video Production, Advertising and Public Relations*. There are possibilities for integration with these Units.

Delivery — A variety of methods could be used, including guest speakers on professional practice, visits to production centres, direct teaching, individual and paired work, peer review, self-evaluation; or group workshops for analysis and writing practice. Media websites are a rich source of material for this Unit.

Opportunities for developing Core Skills

The Core Skill component of — *Produce well-structured written communication on complex topics* — beyond SCQF level 6 could be developed in this Unit.

The specific skills for this Core Skill component are:

- ◆ Present all essential ideas/information and supporting detail in a logical and effective order
- ◆ Use a structure which takes account of purpose and audience and links the major and minor points in ways which assist the clarity and impact of the writing
- ◆ Use conventions which are effective in achieving the purpose and adapted as necessary for the target audience
- ◆ Use spelling, punctuation and sentence structures which are consistently accurate
- ◆ Vary sentence structure, paragraphing and vocabulary to suit the purpose and target audience

Open learning

This Unit could be delivered by distance learning. However, it would require planning by the centre to ensure the sufficiency and authenticity of candidate evidence.

Disabled candidates and/or those with additional support needs

The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments, or considering whether any reasonable adjustments may be required. Further advice can be found on our website www.sqa.org.uk/assessmentarrangements

General information for candidates

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This Unit is designed to develop your ability to analyse, evaluate and produce copy and scripts for a range of media, genres and purposes. It will help you to gain insight into professional practice and develop an advanced competence in writing for the media. You could use the resultant portfolio to enhance and promote opportunities for employment.

On completion of the Unit you should be able to:

- 1 Analyse and evaluate a selection of professional writing for the media.
- 2 Produce a portfolio of original writing for media purposes.

Before you are assessed you will have ample opportunity to:

- ◆ analyse and evaluate a wide range of copy and scripts from different genres
- ◆ develop your writing skills for a variety of media, genres and purposes
- ◆ develop methods of presenting your writing in conventional formats

In the assessment for Outcome 1 you will analyse and evaluate at least 3 pieces of copy and/or scripts. The assessment will be a total of 1,000 words or an 8–10 minutes presentation or podcast.

In the assessment for Outcome 2 you will produce a portfolio of at least four pieces of writing, one of which should amount to a minimum of 750 words. The pieces must be written for a minimum of two different media.

There are opportunities to develop the Core Skill component of Written Communication at SCQF level 6 in this Unit, although there is no automatic certification of Core Skills or Core Skills components.