



Higher National Unit specification

General information for centres

Unit title: Writing for the Media

Unit code: F69K 34

Unit purpose: This Unit is designed to develop the candidate's ability to write copy and scripts for a variety of media. It is aimed at those who wish to gain a basic and general competence in writing for the media.

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

- 1 Write copy for a variety of media.
- 2 Write scripts for a variety of media.

Credit points and level: 1 HN credit at SCQF level 7: (8 SCQF credit points at SCQF level 7*)

**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 would be beneficial if candidates had competence in Written Communication at SCQF level 6. This may be evidenced by the following:

- ◆ Higher English (C115 12) or its component Units
- ◆ Higher ESOL (C222 12)
- ◆ *Communication* Core Skill (D01B 12) or (F3GB 12)
- ◆ Communication (EE3T 12)
- ◆ Literature 1 (E9X8 12)
- ◆ Creative Writing 2 (D0YF 12)
- ◆ Higher Media Studies (C210 12) or its component Units
- ◆ Other similar qualifications or 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.

General information for centres (cont)

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 HNC/HND Creative Industries: Media and Communication there are opportunities for integration with HN Unit D7M4 34 *Journalism Skills 1: Introduction to Industry and Practice* and with Units in either radio, television or video production. It could also be used as a free-standing Unit.

Assessment: Outcome 1 will involve producing at least two pieces of copy. Outcome 2 will involve producing at least two scripts.

Higher National Unit specification: statement of standards

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Unit code: F69K 34

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

Write copy for a variety of media

Knowledge and/or Skills

- ◆ Features and conventions of the chosen genre
- ◆ Writing a treatment
- ◆ Writing copy for a variety of media, genres, purposes and audiences
- ◆ Employing language, structure and style to create impact
- ◆ Presenting copy using the conventions of the genre

Evidence Requirements

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

- ◆ write a minimum of two short treatments of 50–100 words
- ◆ write a minimum of two pieces of copy for different media in which:
 - the correct conventions of the genre are used
 - features of the chosen genre create impact
- ◆ ensure spelling, punctuation and syntax are consistently accurate
- ◆ present copy using conventions of the chosen medium and genre

One piece of copy must be at least 500 words.

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 advertising copy, web-page text, blogs, copy for newspapers, magazines, in-house magazines, brochures, leaflets, fanzines, journals, reviews, reports, etc, as long as the medium, genre, purpose and audience is identified in the treatment.

Higher National Unit specification: statement of standards (cont)

Unit title: Writing for the Media

Outcome 2

Write scripts for a variety of media

Knowledge and/or Skills

- ◆ Features and conventions of professional scripts
- ◆ Writing a treatment and a proposal
- ◆ Writing scripts for a variety of media, genres, purposes and audiences
- ◆ Employing language, structure and style to create impact
- ◆ Presenting scripts using the conventions of the medium and genre

Evidence Requirements

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

- ◆ write a minimum of two short treatments (or proposals) of 50–200 words
- ◆ write a minimum of two short scripts for two different media and genres in which:
 - the correct conventions of the genre are used
 - features of the chosen genre create impact
- ◆ ensure spelling, punctuation and syntax are consistently accurate
- ◆ present the scripts using conventions of the chosen medium and genre

The scripts, together, should amount to no more than 8 minutes in length.

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

Assessment Guidelines

- ◆ A radio script must have at least 80% of original spoken material to discount the possibility of a script composed entirely of music. A radio script could integrate with the requirements of radio Units.
- ◆ A television or video script must incorporate both sound and vision and could integrate with the requirements of television or video Units.
- ◆ The scripts could be for drama, documentary, news programmes; comedy or chat shows; advertisements; podcasts; etc, as long as the medium, genre, purpose and audience is identified in the treatment or proposal and approved by the assessor.

Administrative Information

Unit code: F69K 34
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Higher National Unit specification: support notes

Unit title: Writing for the Media

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

Media — newspapers, magazines, in-house magazines, brochures, leaflets, fanzines, journals, internet, etc.

Treatment — genre, theme, stance, purpose, target audience, word length, sources, etc.

Genre, purpose and audience

Genre — refers to the type of text, eg feature article, news story, advertorial, opinion column, 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, lifestyle, interests etc.

Theme — the subject or recurring idea.

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

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

Higher National Unit specification: support notes (cont)

Unit title: Writing for the Media

Presentation of copy

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

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

Outcome 2

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

Proposal — title, target audience, production team (names & roles), focus/subject, genre, final length, outline or synopsis of movie/video etc.

Synopsis — summary (who? what? how?)

Genre, purpose and audience

Genre —refers to the type of script, eg 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 review, etc.

Audience — the candidate should identify the target audience in terms of age, gender, lifestyle, 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

Features and conventions of scriptwriting will depend on the medium, genre and purpose 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

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

- ◆ 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

Guidance on the delivery and assessment of this Unit

Writing for the Media is a core Unit in the HNC/HND Creative Industries: Media and Communication frameworks.

Sequence of delivery — It should be delivered early in the Course as it is an introduction to some of the writing skills which are further developed in Units such as *Writing for the Media Advanced*, *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 web sites are a rich source of materials for this Unit.

Opportunities for developing Core Skills

The Core Skill component of — *Produce well-structured written communication on complex topics* — at 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

Unit title: Writing for the Media

This Unit is about developing your ability to write copy and scripts for a variety of media. It is aimed at those who wish to gain a basic and general competence in writing for the media.

On completion of the Unit you should be able to:

- 1 Write copy for a variety of media.
- 2 Write scripts for a variety of media.

Before you are assessed you will have ample opportunity to:

- ◆ respond to a wide range of copy and scripts from different genres
- ◆ develop your writing skills
- ◆ present your writing in the conventional format

In the assessment for Outcome 1 you will write at least two short treatments and two pieces of copy for different media. One piece of copy will be at least 500 words.

In the assessment for Outcome 2 you will write a minimum of two short treatments or proposals and two short scripts for different media and genre. The scripts, together, will amount to no more than eight minutes in length.

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.