

National Qualifications Review

Media Studies

Investigation Report Executive summary

This report is the outcome of an investigation into how to implement the agreed actions which were detailed in the Media Studies Subject Review published in June 2002. The main concerns identified in the Review of Media Studies were:

- ◆ The structure of the *Analysis* Units at Intermediate 2 and Higher.
- ◆ The relationship between Intermediate 2 and Higher, in particular the more specialised range statement at Higher which means it is difficult for candidates who may wish to drop down to Intermediate 2.
- ◆ The volume of internal assessment at all levels.
- ◆ How best to assess production skills both internally and externally, in particular how to clarify the relationship between skills in production and analysis.
- ◆ How to ensure that both print and non-print media can be externally assessed. There is concern that teaching could become skewed towards print in close analysis of unseen texts if non-print texts are not included in the external assessment.
- ◆ The production of subject specific guidance on evidence to be used for estimates and appeals.

An early consultation was commissioned in 2002 prior to the publication of the Subject Review Report to establish stakeholders' views on these issues in the Media Studies Courses. The results of this investigation provided important information which contributed to a clearer picture of the issues facing practitioners in delivering the Courses; however, there was insufficient evidence on which to formulate final recommendations for action on the following:

- ◆ Course structure of the *Analysis* Units at Intermediate 2 and Higher, in particular options for a 40-hour Unit structure
- ◆ ensuring that both print and non-print media can be externally assessed
- ◆ the relationship between internal and external assessment, ensuring that duplication of assessment is avoided and holistic assessment is promoted

A further consultation was therefore carried out between January and March 2003. This involved:

- ◆ a questionnaire sent out to all 91 presenting centres
- ◆ consultation with a representative Subject Advisory Group, other internal and external stakeholder groups, such as the Assessment Panel for Media Studies and the Association for Media Education in Scotland
- ◆ feedback from individuals by telephone interviews
- ◆ consultation with teachers and lecturers through seminars.

In response to the various strands of the consultation process, these recommendations are being made:

- ◆ A revised Course structure should be introduced at Intermediate 2 and Higher levels, comprising three 40-hour Units, with two of the 40-hour Units covering *Media Analysis: Fiction* and *Media Analysis: Non-Fiction*.

- ◆ The relationship between Intermediate 2 and Higher should be made more coherent, facilitating clearer progression between these two levels in particular, but also through all the levels. This would be achieved by having the same basic Course structure and assessment rationale throughout.
- ◆ The volume of internal assessment at all levels from Intermediate 1 to Higher should be reduced to within agreed parameters.
- ◆ The Outcomes and Performance Criteria should be re-organised at all levels to allow a holistic approach to internal assessment.
- ◆ Production skills should be assessed internally and externally by more appropriate means than presently, with due emphasis on assessing knowledge and understanding of the process of production, and making the link between production and analysis clearer.
- ◆ In *Production* Units being undertaken as part of a Course, knowledge and understanding of the production process should be assessed through observation checklists and evaluation reports on a production completed by candidates in groups. The group production should be in a medium studied in at least one of the *Analysis* Units.
- ◆ Knowledge and understanding of the production process should be demonstrated in the external question paper in responses to questions which test integration of production and analysis.
- ◆ Unseen analysis of print and/or non-print texts should be carried out as a second component of Course assessment at Intermediate 1, 2 and Higher. It will assess skills in close textual analysis through an unseen text that is set and marked by the centre and externally moderated by SQA. This should contribute 20% of the overall mark for Course assessment.
- ◆ The external question paper should continue to include questions on previously-studied non-print texts.

The full version of the investigation report is available on the appropriate NQ subject page of the Scottish Qualifications Authority website - www.sqa.org.uk

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