



National 3
Course
Specification



National 3 Media Course Specification (C748 73)

Valid from August 2013

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Please refer to the note of changes at the end of this Course Specification for details of changes from previous version (where applicable).

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Course outline

Course title:	National 3 Media
SCQF:	level 3 (18 SCQF credit points)
Course code:	C748 73

Mandatory Units

H235 73	Analysing Media Content (National 3)	9 SCQF credit points
Or		
H6NJ 73	Analysing Media Content (National 3)*	9 SCQF credit points
and either		
H238 73	Creating Media Content (National 3)	9 SCQF credit points
Or		
H6NK 73	Creating Media Content (National 3)*	9 SCQF credit points

*Scottish Studies Award contributing Unit: This Course Specification should be read in conjunction with the relevant Scottish Studies Unit Specification on the [Scottish Studies Award web page](#)

Recommended entry

Entry to this Course is at the discretion of the centre. However, relevant experiences and outcomes may also provide an appropriate basis for doing this Course.

Progression

This Course or its Units may provide progression to:

- ◆ other qualifications in Media or related areas
- ◆ further study, employment and/or training

Further details are provided in the Rationale section.

Equality and inclusion

This Course Specification has been designed to ensure that there are no unnecessary barriers to learning or assessment. The individual needs of learners should be taken into account when planning learning experiences, selecting assessment methods or considering alternative evidence. For further information, please refer to the *Course Support Notes*.

Rationale

All new and revised National Courses reflect Curriculum for Excellence values, purposes and principles. They offer flexibility, provide more time for learning, more focus on skills and applying learning, and scope for personalisation and choice.

In this Course, and its component Units, there will be an emphasis on skills development and the application of those skills. Assessment approaches will be proportionate, fit for purpose and will promote best practice, enabling learners to achieve the highest standards they can.

This Course provides learners with opportunities to continue to acquire and develop the attributes and capabilities of the four capacities as well as skills for learning, skills for life and skills for work.

All Courses provide opportunities for learners to develop breadth, challenge and application, but the focus and balance of the assessment will be appropriate for the subject area.

Relationship between the Course and Curriculum for Excellence values, purposes and principles

The National 3 Media Course enables learners to analyse and create media content.¹ Learners think critically about the media and its role in everyday life, and develop an appreciation of media content in a cultural context and in the context of the media industry. Through analysing and creating media content, learners develop skills that enable them to engage more fully in society and in learning.

The Course provides learners with the opportunity to develop knowledge of the key aspects of media:

- ◆ Categories: the way in which a text is described, for example, basic purpose(s), simple genre markers
- ◆ Language: how the text is constructed, for example, technical/cultural codes, basic codes and connotations
- ◆ Representation: how people and places are constructed in the text, for example, simple stereotypes and non-stereotypes
- ◆ Narrative: how the text is organised, for example, simple plot, structure, roles
- ◆ Audience: who the text is made for and how they react to the text, for example, target audience, different audience reactions
- ◆ Institutions: internal and external factors that affect the production of the text, for example, basic internal and external controls which affect content

Learners encounter a wide range of different types of texts in different media. Building on the four capacities, this Course enables learners to communicate, be critical thinkers, develop cultural awareness, and be creative.

¹ Media content refers to all media texts and products.

Purpose and aims of the Course

The main purpose of this Course is to analyse and create media content. The Course enables learners to understand and develop their media literacy skills and to appreciate the opportunities and challenges that occur within the media industry. This Course provides learners with opportunities to develop both knowledge of the media and the ability to create media content.

The Course offers learners opportunities to develop and extend a wide range of skills. In particular, this Course aims to enable learners to develop:

- ◆ the ability to analyse and create media content, as appropriate to purpose, audience and context
- ◆ knowledge of the key aspects of media literacy
- ◆ knowledge of the role of media within society
- ◆ the ability to plan and research when creating media content, as appropriate to purpose, audience and context
- ◆ the ability to reflect on learners' practice

Information about typical learners who might do the Course

The Course provides flexibility, personalisation and choice to enable learners to achieve in different ways and at a different pace.

This Course provides opportunities for learners to build on prior learning experienced in a broad general education or in Media qualifications at a lower SCQF level.

The Course provides learners with the opportunity to: use different media effectively for learning and communication; be creative and express themselves in different ways; and use creative and critical thinking to synthesise ideas and arguments.

The Course also provides learners with the opportunity to: experience enjoyment and contribute to other people's enjoyment through creative and expressive presentation; develop critical literacy skills and personal, interpersonal and team working skills; and enhance their enjoyment and their understanding of their own and other cultures.

It is designed to be accessible. The structure of the Course provides a purposeful connection between knowledge of the media and the ability to create media content.

The Course provides opportunities for vertical and lateral progression to National Courses, and to other SQA qualifications in Media and other related fields.

Course structure and conditions of award

Course structure

This Course is made up of two mandatory Units. The two Units, taken together, include the skills of analysing and creating media content. This Course provides the opportunity to integrate these skills, as creation and analysis are inextricably linked. Each Unit also offers opportunities for learners to focus on particular skills.

Units are statements of standards for assessment and not programmes of learning and teaching. They can be delivered in a number of ways.

Analysing Media Content (National 3)

The purpose of this Unit is to develop the skills to analyse media content. This Unit provides learners with the opportunity to develop basic knowledge of the key aspects of media literacy central to the simple analysis of media content.

Creating Media Content (National 3)

The purpose of this Unit is to develop the skills to plan and create simple media content, and to show awareness of production processes. This Unit provides learners with the opportunity to develop basic knowledge of the key aspects of media literacy central to creating simple media content.

Conditions of award

To achieve the National 3 Media Course, learners must pass all of the required Units. The required Units are shown in the Course outline section.

National 3 Courses are not graded.

Skills, knowledge and understanding

Full skills, knowledge and understanding for the Course are given in the *Course Support Notes*. A broad overview of the subject skills, knowledge and understanding that will be covered in the Course is given in this section.

These include:

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

Skills, knowledge and understanding to be included in the Course will be appropriate to the SCQF level of the Course. The SCQF level descriptors give further information on characteristics and expected performance at each SCQF level (www.sqa.org.uk/scqf).

Assessment

Further information about assessment for the Course is included in the *Course Support Notes*.

Unit assessment

All Units are internally assessed against the requirements shown in the Unit Specification.

They can be assessed on an individual Unit basis or by using other approaches which combine the assessment for more than one Unit.

They will be assessed on a pass/fail basis within centres. SQA will provide rigorous external quality assurance, including external verification, to ensure assessment judgments are consistent and meet national standards.

The assessment of the Units in this Course will be as follows.

Analysing Media Content (National 3)

Learners will be required to provide evidence of the skills that are needed to analyse media content. Learners will demonstrate basic knowledge of the relevant key aspects of media literacy central to the simple analysis of media content.

Creating Media Content (National 3)

Learners will be required to provide evidence of the skills that are needed to plan and create media content, and show awareness of production processes. Learners will demonstrate basic knowledge of the relevant key aspects of media literacy central to creating simple media content.

Development of skills for learning, skills for life and skills for work

It is expected that learners will develop broad, generic skills through this Course. The skills that learners will be expected to improve on and develop through the Course are based on SQA's *Skills Framework: Skills for Learning, Skills for Life and Skills for Work* and drawn from the main skills areas listed below. These must be built into the Course where there are appropriate opportunities.

1 Literacy

- 1.1 Reading
- 1.3 Listening and talking

4 Employability, enterprise and citizenship

- 4.3 Working with others
- 4.4 Enterprise
- 4.6 Citizenship

5 Thinking skills

- 5.4 Analysing and evaluating
- 5.5 Creating

Amplification of these skills is given in SQA's *Skills Framework: Skills for Learning, Skills for Life and Skills for Work*. The level of these skills will be appropriate to the level of the Course. Further information on building in skills for learning, skills for life and skills for work for the Course is given in the *Course Support Notes*.

Administrative information

Published: November 2022 (version 1.3)

History of changes to National Course Specification

Course details	Version	Description of change	Authorised by	Date
	1.1	Clarification of creating media skills.	Qualifications Development Manager	June 2013
	1.2	Scottish Studies Award Unit contributing information added. No other changes made to document content.	Qualifications Manager	September 2014
	1.3	Additional advice on key aspects of media provided.	Qualifications Manager	November 2022

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