
Media: Analysing Media Content

SCQF: level 6 (9 SCQF credit points)

Unit code: H235 76

Unit outline

The general aim of this Unit is to provide learners with the skills needed to analyse media content. This Unit provides learners with the opportunity to develop knowledge and understanding of media contexts, roles and the key aspects of media literacy central to the detailed and complex analysis of media content.

Learners who complete this Unit will be able to:

- 1 Carry out detailed and complex analysis of media content

This Unit is available as a free-standing Unit. The Unit Specification should be read in conjunction with the *Unit Support Notes*, which provide advice and guidance on delivery, assessment approaches and development of skills for learning, skills for life and skills for work. Exemplification of the standards in this Unit is given in Unit Assessment Support.

Recommended entry

Entry to this Unit is at the discretion of the centre. However, learners would normally be expected to have attained the skills, knowledge and understanding required by one or more of the following or equivalent qualifications and/or experience:

- ◆ National 5 Media Course or relevant Units

Equality and inclusion

This Unit 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 *Unit Support Notes*.

Standards

Outcomes and assessment standards

Outcome 1

The learner will:

- 1 Carry out detailed and complex analysis of media content by:**
 - 1.1 Analysing media content in detail
 - 1.2 Analysing media contexts in detail
 - 1.3 Explaining the relationship between media content and context in detail
 - 1.4 Analysing the role of media
 - 1.5 Applying detailed knowledge and understanding of the relevant key aspects of media literacy

Evidence Requirements for the Unit

Assessors should use their professional judgement, subject knowledge and experience, and understanding of their learners, to determine the most appropriate ways to generate evidence and the conditions and contexts in which they are used.

Evidence should be gathered in combination with other Outcomes where possible, in combination with the Outcome from the Unit *Creating Media Content* (Higher). Evidence may also be gathered for individual Outcomes where appropriate.

For this Unit, learners will be required to provide evidence of detailed and complex analysis of at least one example of media content using relevant media contexts, roles and key aspects of media literacy.

Exemplification of assessment is provided in Unit Assessment Support. Advice and guidance on possible approaches to assessment is provided in the *Unit Support Notes*.

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

It is expected that learners will develop broad, generic skills through this Unit. The skills that learners will be expected to improve on and develop through the Unit 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 Unit 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

Amplification of these is given in SQA's *Skills Framework: Skills for Learning, Skills for Life and Skills for Work*. The level of these skills should be at the same SCQF level of the Unit and be consistent with the SCQF level descriptor. Further information on building in skills for learning, skills for life and skills for work is given in the *Unit Support Notes*.

Administrative information

Published: September 2018 (version 3.0)

Superclass: KA

History of changes to National Unit Specification

Version	Description of change	Authorised by	Date
2.0	Pages 1 and 3 — Addition of 'contexts' and 'roles' to statements about key aspects of media literacy. These additions are reflected in other minor wording changes. Page 3 — Changes to Assessment Standards to capture step-up in analysis demand from National 5 and inclusion of role of media.	Qualifications Development Manager	April 2014
3.0	Level changed from Higher to SCQF level 6.	Qualifications Manager	September 2018

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Note: readers are advised to check SQA's website: www.sqa.org.uk to ensure they are using the most up-to-date version of the Unit Specification.

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