



---

## Analysing Media Content (National 3)

**SCQF:** level 3 (9 SCQF credit points)

**Unit code:** H235 73

### Unit outline

The general aim of this Unit is to provide learners with the opportunity to develop the skills needed 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

Learners who complete this Unit will be able to:

- 1 Carry out simple analysis of media content

This Unit is a mandatory Unit of the National 3 Media Course and is also 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, relevant experiences and outcomes may also provide an appropriate basis for doing this Unit.

### 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 simple analysis of media content by:**
  - 1.1 Describing media content
  - 1.2 Describing media contexts
  - 1.3 Identifying the relationship between media content and context
  - 1.4 Applying knowledge 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* (National 3). Evidence may also be gathered for individual Outcomes where appropriate.

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

Media content refers to all media texts and products.

Exemplification of assessment is provided in the *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:** June 2013 (version 2.0)

**Superclass:** KA

---

## History of changes to National Unit Specification

Version	Description of change	Authorised by	Date
2.0	Change to Evidence Requirements.	Qualifications Development Manager	June 2013

This specification may be reproduced in whole or in part for educational purposes provided that no profit is derived from reproduction and that, if reproduced in part, the source is acknowledged. Additional copies of this Unit can be downloaded from SQA's website at [www.sqa.org.uk](http://www.sqa.org.uk).

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

© Scottish Qualifications Authority 2013