

National 5 Media (2021-22)

A run-down of what to expect and how to prepare

This session will start shortly - please ensure your microphones are switched off - with thanks.

The Overall Structure

50% of marks are awarded for the **written exam**

The exam last for 2 hours and is normally for a total of 60 marks.

This year the exam will be slightly simplified due to Covid recovery

50% of marks are awarded for the **practical assignment**

For the practical assignment students create a piece of media (in our case a trailer for a new horror movie). Marks are not awarded for the quality of the final piece of media itself but for the quality and depth of planning undertaken in research, development and later evaluation.

This year there are fewer sections in the practical planning section due to covid recovery.

Role of the Media (*Recall and Analysis Skills*)

We will look at various media texts and how they Inform/Educate, Entertain, Generate Profit.

Main Media Text (*Recall and Analysis Skills*)

We will use the movie “The Breakfast Club” to explore Media Content & Media Context

Practical Assignment (*Research, Analysis, Planning & Evaluation Skills*)

We will study the Horror Genre & students create their own horror trailer

How can you help?

- Encourage students to maintain their notes in an orderly way.
- Build weekly revision into your schedule so that their learning each week is retained.
- Create flashcards/brainstorms/bullet lists/word clouds/google slides with key learning from each section which should be used regularly to revise and secure these in students longer term memory using a format that suits them as an individual.
- Encourage students to attend some extra sessions - I am available from 3.30-4.30 each Monday in T12 for support and am happy to help with extra revision and practise.
- Encourage students to always follow the Point, Evidence, Impact (PEI) structure.

How can you help?

- Access Mrs Fishers revision vlogs on you tube and select specific elements we have covered each week. This will refresh pupils memory and build their understanding of the conventions we are studying in class. Follow this link...

[Mrs Fisher – YouTube](#)

- Encourage pupils to take the conventions discussed in these clips and apply them to the media text we have been using in class.

REMEMBER: In these vlogs, any exam specific or course specific info will only be relevant for the GCSE she teaches and NOT for the National 5 qualification. So stick to general media studies techniques, conventions and key aspects and **avoid** clips which relate to examinations or course structures.

The Written Exam

Section 1

A range of questions covering all aspects of media analysis.

Pupils can write about any media studied in class but our focus will be on:

- Always #likeagirl (advertisement)
- Barnardos (print campaign)
- Sandy Hook Promise (PSA)
- Castello Cavachanti (short film)
- The Breakfast Club (feature film)

SECTION 1 — ANALYSIS OF MEDIA CONTENT IN CONTEXT — 50 marks

Attempt ALL questions

You may refer to the same or different media texts in your response to each question.

1. Media texts use language features to create meaning.
Explain in detail how this can be seen in media content you have studied. In your answer you should refer to technical and/or cultural codes and/or anchorage. **10**
2. Media content is deliberately created to target specific audiences.
 - (a) Describe **two** audiences targeted by media content you have studied. **2**
 - (b) Explain in detail how the media content targets these audiences. **8**
3. The narrative of media content is often used to achieve particular purposes.
 - (a) Describe in detail the narrative in media content you have studied. **8**
 - (b) Explain how the narrative achieves a particular purpose(s). **2**
4. Media content is affected by many institutional factors such as budget, legal constraints, the effect of ownership and so on.
 - (a) Describe **two** institutional factors of media content you have studied. **2**
 - (b) Explain how institutional factors have affected the media content. **8**
5. One role of media is promotion. For example, media content may promote a product, idea or person.
Explain in detail how promotion can be seen in media content you have studied. **10**

Section 2

Pupils must analyse a previously unseen media text which will be either:

- A magazine cover
- A film poster
- An advertisement

6. Media texts are made with particular purposes and for specific audiences. With reference to purpose and/or audience, explain in detail how relevant key aspects of media literacy have been used in your chosen media text.

In your answer you must refer to at least **two** of the following key aspects in relation to purpose and/or audience:

- language
- representation
- categories
- narrative
- audience
- institutions
- society

How can you help?

- Ask pupils to describe and explain elements of the media studied in detail verbally to you.
- Use the past papers and marking instructions for timed practise-runs (I'd suggest one timed practise at home before the prelim in January) - **NB** some of the older past papers are for the old 1.5hr exam format but the questions themselves could still be used. Allow pupils to spend approx 20 minutes per question.
- For the practical assignment. Be aware of the deadlines for the written drafts and support when needed - use the PEI system.