



MEDIA

What Themes or Topics will you study in this subject?

ANALYSE AND EVALUATE: HOW MEDIA TEXTS ARE CONSTRUCTED, THE REPRESENTATIONS AND IDEOLOGIES THEY DELIVER, THE INSTITUTIONS RESPONSIBLE, THE FACTORS THAT SHAPE CONTENT AND THE ROLE MEDIA FORMS PLAY IN SOCIETY.

CREATION AND PRODUCTION: NEGOTIATING A PRODUCTION BRIEF, PLANNING CONTENT IDEAS, DEVELOPING A PERSONAL MEDIA PRODUCT, DEMONSTRATING PRIOR LEARNING IN KEY ASPECTS SUCH AS AUDIENCE AND CATEGORIES, EVALUATING PRODUCTION ROLES AND PROCESSES.

What Skills will you develop in this subject?

THIS SUBJECT PROVIDES OPPORTUNITIES TO DEVELOP SKILLS SUCH AS:

UNDERSTANDING, ANALYSING AND EVALUATING A VARIETY OF MEDIA TEXTS, CRITICAL VISUAL LITERACY, RECOGNISING KEY ASPECTS LIKE AUDIENCE AND THE INFLUENCING POWER OF SOCIETY FACTORS, ACTIVE LISTENING, WORKING WITH OTHERS AND HIGHER ORDER THINKING SKILLS.

What future study is available in this subject in the senior phase?

PROGRESSION IS AVAILABLE TO NATIONAL 4, NATIONAL 5 AND HIGHER MEDIA.

What Careers are available?

THERE ARE VAST OPPORUNITIES IN BOTH INDUSTRY AND ACADEMIA.

JUST A FEW EXAMPLES INCLUDE:

TELEVISION, PUBLISHING, MARKETING, JOURNALISM, MEDIA TEACHER, WRITER, FILMMAKER, PUBLIC RELATIONS, EDITOR, RADIO, ACTOR, MEDIA LECTURER, SCREENWRITER, PRODUCTION DESIGNER AND MANY OTHERS.

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