

Lesson insert

Overview

An activity using myworldofwork.co.uk to link the study of Media to possible careers.

Objectives

As part of a wider lesson, this lesson insert intends to:

- Encourage research into careers related to the study of Media
- Highlight the skills required for careers in this area

My World of Work activity (20mins)

- Arrange pupils in groups of two or three
- Go to myworldofwork.co.uk
- Go to [my career options](#)
- Ask the groups to choose a job card from the pack
- Ask them to complete the job research sheet
- Each group should present back to the class one key point about the job(s) they have researched

Connect the learning (in the wider lesson)

- Analysis - Think about the forms of media you have studied. What skills have you used in decoding media products, both for assessment tasks and for the exam? Consider:
 - Interpersonal skills
 - Critical thinking skills
 - Form-specific skills
- Creation - Think about the forms of media product you have created. What skills have you used in creating your media product(s) for assessment tasks and AVU/Assignment? Consider:
 - Interpersonal skills
 - Critical thinking skills
 - Form-specific skills

Review and reflect (5mins)

- Ask pupils to reflect on the jobs covered and if they may be interested in following one of these careers
- Homework: Ask the class to use this lesson as part of their overall research on careers related to their school subject

Language and literacy

Media

Analysis and creation

Resources

- Computers or tablets with internet access
- Job cards
- Job research sheet

My World of Work links

Job profiles

[Advertising copywriter](#)
[Broadcast journalist](#)
[Magazine journalist](#)
[Marketing manager](#)
[Media researcher](#)
[Music promotions manager](#)
[Newspaper journalist](#)
[Newspaper or magazine editor](#)
[Photographer](#)
[Photographic stylist](#)
[Public relations officer](#)
[Radio broadcast assistant](#)
[Sub editor](#)
[TV presenter](#)
[TV production runner](#)
[Video editor](#)
[Wardrobe assistant](#)
[Web editor](#)
[Writer](#)

Curriculum links

Suitable for all year groups studying:

Media – National 4/5 or Higher

Career Education Standard (3-18)

Supports entitlements set out in the [Career Education Standard](#) for young people to:

- Experience a curriculum through which they learn about the world of work and job possibilities and which makes clear the **strengths** and **skills** needed to take advantage of these opportunities
- Know where to find information and access support making effective use of online sources such as [My World of Work](#)
- Develop [Career Management Skills](#) as an integral part of their curriculum

Job cards

Advertising copywriter	Broadcast journalist
Magazine journalist	Marketing manager
Media researcher	Music promotions manager
Newspaper journalist	Newspaper or magazine editor
Photographer	Photographic stylist
Public relations officer	Radio broadcast assistant
Sub editor	TV presenter
TV production runner	Video editor
Wardrobe assistant	Web editor
Writer	



**My
World of
Work**

Job research

**Careers linked to:
Media**

Choose a job card

Log in to the computer and go to myworldofwork.co.uk

Go to [my career options](#) to find out about the job on your card and answer the following:

What is the job title?	
What are the main duties of this job?	
What are the skills required?	
What qualifications do you need?	
What have you learned in your school subject that might be useful in this job?	
What key point about this job do you want to share with the rest of the class?	