Access to H.E.
National Programme Unit

open awards

Unit Title:	Television in Britain

Graded Unit Code:	GA33FMC01	Ungraded Unit Code:	UA33FMC01

Pathway(s):	Creative and Performing Art Humanities and Social Science Health
Module(s):	Film, Media and Culture Sociology

Level:	3	Credit Value:	3
Valid from:	1st August 2014	Valid to:	31st July 2028

The following QAA grade descriptors must be applied if you are delivering the graded version of this unit:

2	Application of knowledge
3	Application of skill
5	Communication and presentation
7	Quality

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	**The learner can:**
1. Understand the development of the British Broadcasting Corporation and the television duopoly in the early post-war period	1.1 Describe the origins and development of the British Broadcasting Corporation
	1.2 Explain the development of a duopoly following the introduction of commercial television in Britain
2. Understand how issues of funding, ownership and market share affect television in Britain	2.1 Evaluate the value of publicly funded television compared with commercially funded television

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	**The learner can:**
	2.2 Give examples of cross-ownership and evaluate the effects of cross ownership and market share programme diversity and editorial independence
3. Understand the characteristics of one or more television genres	3.1 Describe and evaluate the characteristics of at least one successful television genre
4. Understand the mechanisms for controlling standards in British television	4.1 Evaluate the effectiveness of the systems for control of standard and taste in British television
	4.2 Explain the difficulties encountered in imposing standards of taste and decency in television