

Access to H.E. National Programme Unit



Unit Title:	Organisation and Control of Contemporary News Media		
Graded Unit Code:	GA33FMC05	Ungraded Unit Code:	UA33FMC05
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:	1 st August 2019	Valid to:	31 st 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 environment in which media products are made and consumed	1.1 Describe the range of contemporary media products available to consumers 1.2 Evaluate the use of different news media formats by different demographic groups in British society
2. Understand the funding of news media business	2.1 Identify key figures in the news media industry and evaluate their influence 2.2 Describe the funding of news media businesses and evaluate the effect of different funding models

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LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
3. Understand the factors affecting the reporting of media events	3.1 Evaluate how the media responds to an unexpected current event as it breaks 3.2 Evaluate the media's handling of a media event over a period of weeks 3.3 Identify bias and agenda setting in the media