

Access to Higher Education Unit

This unit forms part of an Access to HE Diploma. If delivering the graded version of this unit, please refer to the Provider Handbook for details on grading descriptors and the application of these across units within your programme.

Unit Title: Organisation and Control of Contemporary News Media

Graded Unit Reference Number: GA33FMC05

Ungraded Unit Reference Number: UA33FMC05

Module: Film, Media and Culture; Sociology

Level: Three (3)

Credit Value: Three (3)

Minimum Guided Learning Hours: 30

Units barred for selection against this unit:

- **The Sociology of the New Media and Representation (GA33SOC31 / UA33SOC31)**

Learning Outcome (The Learner will):	Assessment Criterion (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
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