

Open Awards Qualification Unit



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1 Unit Details

Unit Title:	Appreciating Techniques used in the News Media Industry
QAC Code:	M/506/4389
Level:	Level 1
Credit Value:	3
Minimum GLH:	27

2 Learning Outcomes and Criteria

Learning Outcome (The Learner will):	Assessment Criterion (The Learner can):
1. Understand the difference between fiction writing, essay writing and journalistic writing.	1.1 Identify key differences between fictional, essay and journalistic writing.
2. Understand the purpose of journalistic writing.	2.1 Identify the purpose of each of the following, using examples from a newspaper: a) a news story b) a feature c) an interview d) an editorial/leader e) comment/analysis/"op-ed" f) a review g) a sports report h) an obituary.
3. Understand the structure of a newspaper.	3.1 Explain the positioning of different pages within a newspaper, drawing on examples from a newspaper of: a) news pages b) feature pages c) comment and analysis pages d) review and arts pages e) sports pages f) advertising and "advertorial".

4. Understand the structure of a magazine.	4.1 Explain the positioning of different pages within a newspaper, drawing on examples from a newspaper of: a) news pages b) feature pages c) comment and analysis pages d) advertising
5. Understand the need for accuracy in journalistic writing.	5.1 Identify how a journalist has named a quoted person (source) showing when and where an event has occurred.
	5.2 Identify where a journalist has backed up his/her opinion with fact.
	5.3 Explain why accurate grammar, punctuation and spelling are necessary in published articles.
6. Understand the value of images and graphic design in newspaper and magazine production.	6.1 Identify what makes an effective page design.
	6.2 Explain why design is important in newspaper and magazine production.
	6.3 Explain why images are important in newspaper and magazine production.
	6.4 Identify an example of an effective image that has been used to illustrate a magazine article.
	6.5 Identify differences between newspaper and magazine design.
7. Understand the value of team work in newspaper/magazine production.	7.1 Identify three different tasks that go into producing a publication.
	7.2 Identify how team members can help each other complete the entire task of producing a publication.
	7.3 Explain how active participation in meetings contributes to efficient production.
8. Understand the different computer software functions involved in newspaper/magazine design and production.	8.1 Explain the meaning of the words: a) font b) column c) input d) template e) output f) format g) file
	8.2 List specific tasks/functions for which different programmes/software are required in newspaper/magazine design and production.

9. Understand why an editor has the final say in matters of design.	9.1	Identify the key responsibilities of an editor.
	9.2	Identify the key responsibilities of a publication team member.
	9.3	Explain the importance of these roles.
	9.4	Identify reasons why an editor should decide on a publication's "look".
	9.5	Identify reasons why an editor cannot accept certain images for publication.