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: Television in Britain

Graded Unit Reference Number: GA33FMC01

Ungraded Unit Reference Number: UA33FMC01

Module: Film, Media and Culture

Level: Three (3)

Credit Value: Three (3)

Minimum Guided Learning Hours: 30

Learning Outcome (The Learner will):	Assessment Criterion (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
	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

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