

Open Awards Qualification Unit



This unit forms part of a regulated qualification.

1 Unit Details

Unit Title:	Appreciating Techniques used in the News Media Industry
Unit Reference Number:	K/615/8653
Level:	Level 1
Credit Value:	4
Minimum GLH:	32

2 Learning Outcomes and Criteria

Learning Outcome (The Learner will):	Assessment Criterion (The Learner can):
1. Understand the difference between fiction, essay and journalistic writing	1.1 Outline key differences between fictional, essay and journalistic writing
2. Understand the purpose of journalistic writing	2.1 Identify the purpose of a minimum of four of the following: 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 or magazine	3.1 Explain the positioning a minimum of four different pages within a newspaper or magazine, including: 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 need for accuracy in journalistic writing	4.1	Identify how a journalist has named a quoted person (source) showing when and where an event has occurred
	4.2	Identify where a journalist has backed up their opinion with fact
	4.3	Explain why accurate grammar, punctuation and spelling are necessary in published articles
5. Understand the value of images and graphic design in newspaper and magazine production	5.1	Identify what makes an effective page design
	5.2	Explain why designs and images are important in newspaper and magazine production
6. Understand the value of team work in newspaper/magazine production	6.1	Identify three different tasks that go into producing a publication
	6.2	Identify how team members can help each other complete the entire task of producing a publication
7. Understand the role of an editor	7.1	Identify the key responsibilities of an editor
	7.4	Identify reasons why an editor should decide on a publication's "look"
	7.5	Identify reasons why an editor cannot accept certain images for publication