Changing lives through learning

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: The Sociology of the New Media and Representation

Graded Unit Reference Number: GA33SOC31

Ungraded Unit Reference Number: UA33SOC31

Module: Sociology

Level: 3

Credit Value: 3

Minimum Guided Learning Hours: 30

Units barred for selection against this unit:

- **Organisation and Control of Contemporary News Media' (GA33FMC05)**

Learning Outcome (The Learner will):	Assessment Criterion (The Learner can):
1. Understand patterns of ownership and control of the mass media, including new media companies and interpret their sociological significance	1.1 Explain evidence of ownership and control both established and 'new' media corporations
	1.2 Evaluate the neophiliac and cultural pessimist views in relation to ownership and control of new media
2. Discuss the nature and impact of media representations	2.1 Analyse research evidence on the notion of media representation and stereotyping in relation to at least two of the following: gender, sexuality, ethnicity, social class
	2.2 Analyse the differences between 'established' media and 'new' media in relation to media representation
3. Discuss the impact and influence of the new media upon the actions and perceptions of individuals/groups in society	3.1 Evaluate the influence of new media with reference to at least two media-effects theories (i.e hypodermic syringe; two-step flow; uses and gratifications; etc)

The intellectual property rights remain with Open Awards.