

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: Reading the Media

Graded Unit Reference Number: GA33FMC08

Ungraded Unit Reference Number: UA33FMC08

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. Be able to analyse texts according to media language.	1.1 Categorise texts according to form, genre, audience and purpose.
	1.2 Identify the codes and conventions associated with particular media forms and products.
	1.3 Analyse the meanings created by different language and modes: <ul style="list-style-type: none"> a) Genre b) Semiotics c) Narrative
2. Be able to identify and discuss representation in texts.	2.1 For each text, identify, analyse and discuss a range of representations in relation to individuals, social groups, events and issues.
	2.2 Discuss the choices made by media producers: <ul style="list-style-type: none"> a) Stereotypes b) Attitudes values and beliefs c) Audience positioning
3. Be able to identify and discuss how audiences are grouped and categorised.	3.1 Identify how audiences are grouped and categorised according to age, gender, social class, lifestyle and taste.

3.2 Discuss how media producers target, attract, reach, address and construct audiences.

3.3 How audiences interpret the media, including how they may interpret the same media in different ways.