

## Higher National Unit Specification

### General information for centres

**Unit title:** Press and Broadcasting in the UK

**Unit code:** DH48 34

**Unit purpose:** This Unit develops an analytical approach to understanding features and trends in the media in the UK with a focus on press and broadcasting within a global context.

On completion of the Unit the candidate should be able to:

1. Explain features and trends in the British Press.
2. Explain features and trends in broadcasting in British and global markets.

**Credit value:** 1 HN Credit at SCQF level 7: (8 SCQF credit points at SCQF level 7\*)

*\*SCQF credit points are used to allocate credit to qualifications in the Scottish Credit and Qualifications Framework (SCQF). Each qualification in the Framework is allocated a number of SCQF credit points at an SCQF level. There are 12 SCQF levels, ranging from Access 1 to Doctorates.*

**Recommended prior knowledge and skills:** Access to this Unit is at the discretion of the centre, but it is recommended that candidates have competence in Communication or English and knowledge of media as shown by possession of at least one of the following:

- ◆ National Unit EE3T 12 Communication (NC)
- ◆ Higher English or its component Units
- ◆ Higher Media Studies or its component Units
- ◆ Higher Media Literacy or its component Units

**Core skills:** There may be opportunities to gather evidence towards core skills in this Unit, although there is no automatic certification of core skills or core skills components.

**Context for delivery:** If this Unit is delivered as part of a group award, it is recommended that it should be taught and assessed within the context of the particular group award to which it contributes. If it is taught as part of the HNC/D Communication with Media, there is opportunity to integrate the assessment of the Unit with other Units in the framework such as: HN unit (DH4G 34): *Research Skills*, HN unit (DH49 34): *Complex Oral Presentation* and HN unit (D7LN 34): *Communication: Business Writing Skills*.

## **General information for centres (cont)**

**Assessment:** The recommended approach to the unit should encourage a focus on analytical examination of features and trends rather than a listing of facts and information. Assessment should be carried out in conditions where arrangements have been put in place to be satisfied of the authenticity of the candidate's work. Assessments will be open book and candidates may have access to their own notes, information and coursework.

An Assessment Exemplar pack for this Unit has been produced to indicate the national standard of achievement required at SCQF level 7.

## **Higher National Unit specification: statement of standards**

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The sections of the Unit stating the Outcomes, knowledge and/or skills, and evidence requirements are mandatory.

Where evidence for Outcomes is assessed on a sample basis, the whole of the content listed in the knowledge and/or skills section must be taught and available for assessment. Candidates should not know in advance the items on which they will be assessed and different items should be sampled on each assessment occasion.

### **Outcome 1**

Explain features and trends in the British Press

#### **Knowledge and/or skills**

- Characteristics of tabloid and broadsheet newspapers in terms of content, style and readership
- Characteristics of local and national press
- Advertising and its link to readership and circulation
- Effects of control and ownership
- Impact of technological developments including on line news
- Functions and scope of the press
- Skills in analytical application of information

#### **Evidence requirements**

The candidate will need written and/or oral evidence to demonstrate his/her knowledge and/or skills by showing that he/she can provide a correct and analytical explanation of the features and trends in the British press covering all aspects of the knowledge and/or skills listed above. All observations should be supported by detailed evidence.

- ◆ explain features of the British Press
- ◆ demonstrate an understanding of the impact of technology
- ◆ support observations with detailed evidence

A written response, generated in open book conditions, should be a minimum of 800 words or oral evidence should last for a minimum of eight minutes.

#### **Assessment guidelines**

As this Outcome is similar to Outcome 2 in the HN unit (D7M4 34): *Journalism Skills 1: Introduction to Industry and Practice* it would be possible, where the candidate is undertaking a group award which contains both Units, for assessment to be integrated.

## **Higher National Unit specification: statement of standards (cont)**

**Unit title:** Press and Broadcasting in the UK

### **Outcome 2**

Explain features and trends in broadcasting in British and global markets

#### **Knowledge and/or skills**

- Functions and scope of broadcasting
- Current structures of television and radio networks
- Features of ownership and control
- Features of legislation and funding
- Technological and other developments affecting broadcasting
- Skills in analytical application of information

#### **Evidence requirements**

The candidate will need written and/or oral evidence to demonstrate his/her knowledge by showing that he/she can provide a correct and analytical explanation of:

- ◆ the main differences between commercial and non-commercial broadcasting in terms of legislation, funding, and control
- ◆ the features and structures of the commercial and non-commercial TV and radio networks
- ◆ current technological changes affecting broadcasting

A written response, generated in open book conditions, should be a minimum of 800 words or oral evidence should last for a minimum of eight minutes. All observations should be supported by detailed evidence.

#### **Assessment guidelines**

If the Outcome is integrated with HN unit (DH4G 34): *Research Skills* or HN unit (D7LN 34): *Communication: Business Writing Skills*, the candidate may have researched information independently, and produced a report which meets the evidence requirements. Restricted responses to set questions may also provide the required evidence.

## **Administrative Information**

<b>Unit code:</b>	DH48 34
<b>Unit title:</b>	Press and Broadcasting in the UK
<b>Superclass category:</b>	KA
<b>Date of publication:</b>	August 2004
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## Higher National Unit specification: support notes

### Unit title: Press and Broadcasting in the UK

This part of the Unit specification is offered as guidance. The support notes are not mandatory.

While the exact time allocated to this Unit is at the discretion of the centre, the notional design length is 40 hours.

### Guidance on the content and context for this Unit

This is a mandatory Unit in the HNC/D Communication with Media and provides a broad introduction to the newspaper and broadcasting industries in the UK. The Unit should provide underpinning knowledge for other Units in the group awards, eg HN unit (DH4F 34): *Writing for the Media*, HN unit (DH4C 34): *Media Analysis: Advertisements*, HN unit (D7M4 34) *Journalism Skills 1: Introduction to Industry and Practice*, and HN unit (D7M2 34): *Radio Production*.

Assessors, while explaining the role of the media, should encourage awareness of the increasing globalisation of the media, the rapid pace of change in technology and the effect of both on media products and consumption. The convergence of different media is another significant aspect in relation to areas of employment of interest to candidates.

Care should be taken not to overload the candidate with factual material and obscure the main focus of the Unit which is to give a broad understanding of the nature of these media and the trends affecting their operations. Media candidates studying the Unit may benefit from looking at the historical perspectives, eg development of early radio and television, thus helping to put recent trends into perspective and providing an appreciation of the rapid rate of change.

### Guidance on the delivery and assessment of this Unit

Because the Unit provides underpinning knowledge for other Units in the framework such as HN unit (DH4F 34): *Writing for the Media* and the optional Units HN unit (D7M4 34): *Journalism Skills 1: Introduction to Industry and Practice* and HN unit (code): *Radio Production 1: Analysing and Producing Radio Programmes*, it is recommended that it is delivered early in the sequence of the other Units. It is also possible to link the Unit to HN unit (DH4G 34): *Research Skills*; in any case candidates should be encouraged to research current aspects of the media by accessing relevant web-sites and reading up to date materials published in the national press. Although assessors may have substantial resources in terms of information, they should take a candidate-centred approach, drawing on the candidate's own experience of the media as a consumer and using exemplar material and case studies, eg comparisons of different newspapers/magazines; on-line newspapers; press advertisements and their proportion/placing in relation to editorial; link between content, style and readership.

For broadcasting, the candidate should undertake his/her own research, accessing the BBC and ITC websites.

## **Higher National Unit specification: support notes (cont)**

### **Unit title:** Press and Broadcasting in the UK

As well as integration and/or link to other Units, there is a clear link between Outcome 1 of this Unit and Outcome 2 of the option HN unit (D7M4 34): *Journalism Skills 1: Introduction to Industry and Practice*. Assessors, while providing information to support the development of knowledge should encourage a questioning approach by incorporating discussion in class work. Newspapers will provide information on circulation and readership as well as rate cards and candidates should be guided towards an analytical approach to the reading of newspapers set against their learning of ownership and links with content, style and advertising. Candidates should also be encouraged to follow news on the media in publications such as the Guardian Media section and other national newspapers.

As candidates have to demonstrate an understanding of the media, it is not enough for them to describe features and trends. They must apply knowledge and therefore the assessment may be open book; candidates accessing the notes, information, and items gathered in their coursework. This should prevent the candidate from merely presenting facts in report form which does not provide evidence of understanding. It is likely that candidates will also provide a background to their response by placing these developments in the context of constant change.

### **Open learning**

There are possibilities for open learning and self-study for elements of this Unit although the opportunity to discuss issues and interests in class groups would provide useful skills development. Access to the Internet would be essential.

### **Special needs**

This Unit specification is intended to ensure that there are no artificial barriers to learning or assessment. Special needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments or considering special alternative Outcomes for Units. For information on these, please refer to the SQA document *Guidance on Special Assessment Arrangements* (SQA, 2001).

## **General information for candidates**

### **Unit title:** Press and Broadcasting in the UK

The Unit is intended to give you a broad knowledge and understanding of the principal features and trends affecting the press and broadcasting industries in the UK. You will be aware of the convergence of different media and of the way that digital technology and the Internet makes distinctions between them less clear. The Unit is intended to consider these developments so that it is important that you follow recently published material in the national press in order to keep up to date with what is a fast changing area. You will also find web-sites, including those for the BBC and ITC, and on-line newspapers an essential source of information. Assessments, which may be written or oral will be conducted under open book conditions.

On completion of the Unit you should be able to:

1. Explain features and trends in the British Press
2. Explain features and trends in broadcasting in British and global markets