



## Higher National Unit specification

### General information for centres

**Unit title:** The Media: Features and Trends

**Unit code:** F607 34

**Unit purpose:** This Unit develops an analytical approach to understanding features, trends and the political and economic factors that affect the production, distribution and consumption of media texts within a global economy.

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

- 1 Explain the roles and functions of the media.
- 2 Explain features and trends of the media.
- 3 Explain the impact of globalisation on the media.

**Credit points and level:** 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. However, it would be beneficial if candidates had skills in Communication at SCQF level 6. This may be evidenced by the following:

- ◆ Higher English (C115 12) or its component Units
- ◆ Higher ESOL (C222 12)
- ◆ Communication Core Skill (D01B 12) or (F3GB 12)
- ◆ IELTS level 6
- ◆ Other similar qualifications or work experience

**Core Skills:** There are opportunities to develop the Core Skill of *Communication* at SCQF level 6 in this Unit, although there is no automatic certification of Core Skills or Core Skill components. Further detail is provided in the Support Notes.

## General information for centres (cont)

**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 subject area of the Group Award to which it contributes.

If it is taught as part of the HNC/HND Creative Industries: Media and Communication, there is an opportunity to integrate the assessment of the Unit with other Units in the framework such as: HN Unit F60A 34 *Research Skills* and HN Unit D7LN 34 *Communication: Business Writing Skills*.

**Assessment:** The recommended approach to the Unit should encourage a focus on analytical examination and reflection on the features and trends as well as the implications and effects rather than a listing of facts and information. Centre arrangements should be in place to ensure the authenticity of all evidence submitted by the candidate. Assessments will be open-book. Candidates may have access to their own notes, information and course work.

## Higher National Unit specification: statement of standards

**Unit title:** The Media: Features and Trends

**Unit code:** F607 34

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 the roles and functions of the media

#### Knowledge and/or Skills

- ◆ The functions of the media
- ◆ The roles of the media
- ◆ The relationship between funding and audience

#### Evidence Requirements

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that they can:

- ◆ explain the roles and functions of a specific medium

The candidate must provide a correct explanation of the role and functions of the media covering all aspects of the knowledge and/or skills listed above. All observations should be supported by 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

The assessment of this Outcome can also be integrated with Outcomes 2 and 3 in the form of a case study.

If the Outcome is integrated with HN Unit F60A 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.

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

**Unit title:** The Media: Features and Trends

### Outcome 2

Explain features and trends of the media

#### Knowledge and/or Skills

- ◆ The convergence of multiplatform media
- ◆ Technological and other developments affecting production, consumption and distribution
- ◆ Effects of national and international control and ownership on audience and content
- ◆ Trends in the control and ownership of media institutions
- ◆ Accessibility and audience empowerment
- ◆ Analysing data

#### Evidence Requirements

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that they can:

- ◆ explain the features and trends of the media in two different countries

The candidate must provide a correct and analytical explanation of the features and trends of the global media covering all aspects of the knowledge and/or skills listed above. All observations should be supported by detailed evidence.

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

#### Assessment Guidelines

The assessment of this Outcome can also be integrated with Outcome 1 and 3 in form of a case study.

If the Outcome is integrated with HN Unit F60A 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.

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

**Unit title:** The Media: Features and Trends

### Outcome 3

Explain the impact of globalisation on the media

#### Knowledge and/or Skills

- ◆ The features of the global media industry and markets
- ◆ Implications of globalisation on media content
- ◆ Implications of globalisation on media audiences

#### Evidence Requirements

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that they can explain the effects of globalisation on:

- ◆ media audiences
- ◆ media content

A written response, generated in open-book conditions, should be a minimum of 500 words or oral evidence should last for a minimum of five minutes.

#### Assessment Guidelines

The assessment of this Outcome can be integrated with Outcome 1 and 2 in form of a case study. All observations should be supported by detailed evidence.

If the Outcome is integrated with HN Unit F60A 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.

## Administrative Information

**Unit code:** F607 34

**Unit title:** The Media: Features and Trends

**Superclass category:** KA

**Original date of publication:** April 2009

**Version:** 01

### History of changes:

Version	Description of change	Date

**Source:** SQA

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## **Higher National Unit specification: support notes**

### **Unit title:** The Media: Features and Trends

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/HND Creative Industries: Media and Communication and provides an introduction to the role that the media has in the global market place. As a result of this candidates will also develop an awareness of the features and trends of global media whilst studying the implications of ownership and control. This Unit should provide underpinning knowledge for other Units in the Group Awards, eg HN Unit F69K 34 *Writing for the Media*, HN Unit DH4C 34 *Media Analysis: Advertisements* and HN Unit D7M4 34 *Journalism Skills 1: Introduction to Industry and Practice*.

In this Unit the emphasis should be on the effect of globalisation on the media of various countries with a focus on the increasing convergence and the multiplatform nature of the media. There should be an opportunity initially to discuss the features and trends in the UK media and use this as a model to make comparisons with.

Tutors, whilst explaining the features, trends and function of the media in various countries should encourage awareness that these are global in their nature and have many implications in terms of content and the individual audience.

Care should be taken not to overload the candidate with factual material obscuring the broad understanding of the key aspects of global media.

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

For Outcome 1, the tutor could choose one country and through exposition and discussion demonstrate the level of information required. Candidates should then undertake their own research into the range of media within a specific country and explain the role and function of the media within a country.

For Outcome 2, the tutor could choose two countries and through exposition and discussion demonstrate the level of information required. Candidates should then undertake their own research into the media of two countries, analysing the features and trends of the media in each country.

For Outcome 3, the tutor, through exposition and discussion, should outline the principle/ideas of globalisation and the various theories associated with this in terms of identity and representation. Candidates should then undertake their own research into a specific media product outlining the effects on the audience and the content of the product within the global media.

The tutors should take a candidate-centred approach, drawing on the candidate's knowledge of the media as a consumer and using case studies and exemplar material, eg comparison of a global television format produced for specific national audience; online newspapers/magazines produced by the same company for different national audience.

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

### **Unit title:** The Media: Features and Trends

As candidates have to demonstrate an understanding of the media, it is not enough for them to describe features and implications of globalisation. They must apply knowledge and therefore assessment may be open-book. Assessments should encourage an analytical approach, developing ideas through reference to the ever changing nature of ownership and control of various media throughout the world.

A possible approach to assessment could be the integration of Outcomes 1, 2 and 3 into a case study that compares and contrasts specific media products of two countries and analyse the social, political and economic effect that these products have on their audience as well as considering how these products are constructed for different regional, national and international audiences for specific roles and functions.

#### ***Opportunities for developing Core Skills***

The Unit overtakes the demands of the Core Skill at SCQF level 6 to encourage candidates to further enhance their *Communication* skills. They would be expected to select, access, analyse and evaluate a comprehensive range of complex information on political and economic factors impacting on the production, distribution and consumption of media texts within a global economy. Discussion of research on current issues during formative work will develop oral skills, including reflective listening, and encourage in depth analysis and debate in a vocational context. Findings and conclusions should be accurately and concisely presented in oral and/or written form as appropriate, using an effective format, structure and medium.

### **Open learning**

This Unit could be delivered by distance learning provided suitable centre arrangements are in place to ensure the authenticity of all evidence submitted by the candidate.

### **Disabled candidates and/or those with additional support needs**

The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments, or considering whether any reasonable adjustments may be required. Further advice can be found on our website [www.sqa.org.uk/assessmentarrangements](http://www.sqa.org.uk/assessmentarrangements)

## **General information for candidates**

### **Unit title:** The Media: Features and Trends

This is a one credit Unit designed to give you an awareness of the features and trends in the Global Media market place. It is designed to introduce you to the structures of ownership and control of media products at a global level. In this you will develop an understanding of the role that various media take within a country, how this informs peoples understanding of themselves and how ownership and control of these media can be used for various aims. It is also a core Unit in the HNC/HND Creative Industries: Media and Communication course.

Outcome 1 provides an introduction to the media concentrating on the function and role of certain media. In this you will analyse what the media does, who controls it and how it is funded.

Outcome 2 provides an introduction to the features and trends of the media. In this you will analyse the audience and content of various media products produced within specific countries.

Outcome 3 focuses on the effect that globalisation has on the content and the audience of the media of various countries. The implications of this on how people perceive themselves and others will be explored.

All Outcomes will involve the production of an extended piece of writing/ oral presentation assessing your ability to analyse and explain the key aspects covered.

The Core Skill *Communication* at SCQF level 6 could be developed in this Unit