

Higher National Unit Specification

General information for centres

Unit title: European Media: Analysis and Investigation

Unit code: D7MD 35

Unit purpose: This Unit is about the media in other EU countries. It provides the opportunity for candidates to analyse the media in other EU countries, and to develop an understanding of how cultural, social and political factors determine a country's media.

On completion of the Unit the candidate should be able to, for an EU country other than the UK:

1. Investigate the press and broadcasting of an EU country and analyse patterns of ownership
2. Compare the press and broadcasting of an EU country with the UK equivalent
3. Explain the areas of legislation that apply to the press and broadcasting of an EU country

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

SCQF (the Scottish Credit and Qualifications Framework) brings Scottish qualifications into a single framework of 12 levels ranging from SQA Access 1 to doctorates. The SCQF includes degrees; HNC/Ds; SQA National Qualifications; and SVQs. Each SQA Unit is allocated a number of SCQF credit points at a specific level. 1 SCQF point = 10 hours of learning. HN candidates are normally expected to input a further number of hours, matched to the credit value of the Unit, of non-contact time or candidate-led effort to consolidate and reinforce learning.

Recommended prior knowledge and skills: Access to this Unit is at the discretion of the Centre. However, in order to benefit fully from study of this Unit, practical language skills in an EU language would be essential. The candidate should also possess HN Unit D7LS 34 *Press and Broadcasting in the UK*.

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 subject area of the group award to which it contributes.

Higher National Unit specification: General information for centres (cont)

Unit title: European Media: Analysis and Investigation

Assessment: There are three Outcomes in this Unit. The assessment for the first Outcome is an extended written response of 1000 words. The assessment for the second Outcome is an extended written response of 1000 words, or an oral presentation of 10 to 15 minutes. The assessment for the third Outcome is an extended written response of 1000 words. Written assessments are open-book and evidence should be generated in conditions where arrangements have been put in place assure the authenticity of the candidate's work. An oral presentation should be prepared in the candidate's own time and assessed under supervised conditions to an audience.

The Outcomes should be delivered in order, since the knowledge gained in Outcome 1 is necessary in order to undertake Outcome 2, while Outcome 3 can be undertaken only with the knowledge acquired in the context of Outcomes 1 and 2.

Higher National Unit specification: statement of standards

Unit title: European Media: Analysis and Investigation

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

Investigate the press and broadcasting of an EU country and analyse patterns of ownership

Knowledge and/or skills

For the chosen EU country:

- The influence of culture on media consumption
- The influence of social factors
- The effect of the country's political system on press and broadcasting
- An understanding of the press and broadcasting in the EU country in terms of
 - (i) finance
 - (ii) ownership
 - concentration
 - diversification

Evidence requirements

The candidate will need evidence to demonstrate his/her knowledge and/or skills by showing that he/she can:

- show the influence of social factors on press and broadcasting
- give a minimum of three examples of cultural differences that affect media consumption
- outline the political system
- explain the method(s) of financing the press and broadcasting
- analyse the ownership patterns of the press and broadcasting.

The evidence should be an extended written response of approximately 1000 words.

The link between finance and ownership and the social factors, language and culture of the country and press and broadcasting should be made.

Assessment should be conducted in conditions where arrangements have been put in place to assure the authenticity of the candidate's work.

Assessment guidelines

The choice of the EU country may be at the discretion of the Centre and negotiation between the candidate and assessor, taking account of the candidate's language skills.

Higher National Unit specification: statement of standards (cont)

Unit title: European Media: Analysis and Investigation

Outcome 2

Compare the press and broadcasting of an EU country with the UK equivalent

Knowledge and/or skills

- Identification of target audiences for newspapers
- Classification and categorisation of the content of newspapers
- Classification and categorisation of TV programming
- Comparison and contrast of newspapers

Evidence requirements

The candidate will need evidence to demonstrate his/her knowledge and/or skills by showing that he/she can:

- identify the target audience for an EU newspaper and an UK equivalent
- give at least five examples of the classification and categorisation of content from
 - (i) the chosen newspaper
 - (ii) three hours of continuous television
- make comparisons and contrasts between an EU newspaper and an UK equivalent
- suggest reasons for any similarities and differences.

The evidence should be an extended written response of a minimum 1000 words or an oral presentation of 12-15 minutes.

The written evidence will be open-book and assessment should be conducted in conditions where arrangements have been put in place to assure the authenticity of the candidate's work. The oral presentation should be prepared in the candidate's own time and delivered to an audience.

Assessment guidelines

The choice of the EU country may be at the discretion of the Centre and negotiation between the candidate and assessor, taking account of the candidate's language skills.

Outcome 3

Explain the areas of legislation that apply to the press and broadcasting of an EU country

Knowledge and/or skills

For the chosen EU country:

- The national legislation that applies to the press and broadcasting
- EU legislation that applies to the press and broadcasting

Higher National Unit specification: statement of standards (cont)

Unit title: European Media: Analysis and Investigation

Evidence requirements

The candidate will need evidence to demonstrate his/her knowledge and/or skills by showing that he/she can:

- explain the national legislation that applies to the press and broadcasting in the chosen EU country
- give examples of this legislation
- explain EU legislation that applies to the press and broadcasting in the chosen EU country
- give examples of this legislation.

The evidence should be an extended written response of a minimum 1000 words.

Assessment will be open-book and should be conducted in conditions where arrangements have been put in place to assure of the authenticity of the candidate's work.

Assessment guidelines

The choice of the EU country may be at the discretion of the Centre and negotiation between the candidate and assessor, taking account of the candidate's language skills.

Administrative Information

Unit code: D7MD 35

Unit title: European Media: Analysis and Investigation

Superclass category: KA

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Higher National Unit specification: support notes

Unit title: European Media: Analysis and Investigation

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

In this Unit the emphasis should be on the contrasts and comparisons between the UK media and the media in other EU countries. There should be an opportunity initially to discuss with candidates how the UK pattern results from a unique combination of tradition, culture, social factors and politics.

Candidates should be encouraged to choose an EU country with which they have some link (holiday, language, sport, friends) and to focus on that country for all three Outcomes.

For Outcome 1, the assessor could choose one EU country and by exposition and discussion demonstrate the level of information required. Candidates should then undertake their own individual or group research into the EU country of their choice, supported by assessor advice and monitoring.

For Outcome 2, the assessor should demonstrate possible approaches to be used in the categorising and classifying of the newspaper contents and the TV sequence so that the candidate can devise a system for his/her own newspaper and TV sample. The assessor should also discuss with the candidate his/her choice of UK newspaper for comparison purposes. Where examples of classification/categorisation are specified, at least five should be provided in each case.

For Outcome 3, it is important that the candidate is not overwhelmed by legal details but is encouraged to summarise some of the contents of the source documents and to minimise the amount of legal jargon used in the assessment. The candidate should be encouraged to undertake personal research in EU information centres, after briefings from the assessor. It is now possible for the candidate to access 'real material' without great difficulty. Satellite TV, foreign newspapers, Internet sites, European Documentation Centres and EU Public Information Relays network centres are readily available, as are languages departments in colleges.

Higher National Unit specification: support notes (cont)

Unit title: European Media: Analysis and Investigation

Guidance on the delivery and assessment of this Unit

This Unit is likely to form part of a group award which is primarily designed to provide candidates with technical or professional knowledge and skills related to a specific occupational area. The Unit is likely to be delivered towards the end of the award, by which time candidates should have a knowledge of the UK media, thus enabling them to draw meaningful and vocationally relevant comparisons with EU media.

Open learning

This Unit is suitable for open and distance learning because much of it is research-based. For Outcome 2, however, if the oral presentation option is chosen the candidate should submit taped video evidence or arrangements could be made for video conferencing. If taped video evidence is submitted, the candidate should be prepared to respond to written or taped questions based on the taped video evidence.

For further information and advice, please see *Assessment and Quality Assurance for Open and Distance Learning* (SQA, February 2001 – publication code A1030).

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 and Certification Arrangements for Candidates with Special Needs and Candidates for whom English is an Additional Language* (SQA, 2000).

General information for candidates

Unit title: European Media: Analysis and Investigation

This Unit is about the media in EU countries. It provides the opportunity to analyse the media in other EU countries and to understand how cultural and social factors can determine a country's pattern of media provision.

The first assessment is an extended written response of 1000 words in which you provide a background to your chosen EU country and analyse its pattern of media ownership and finance. The second assessment is an extended response of 1000 words or an oral presentation of 12-15 minutes in which you analyse samples of your chosen country's media and make comparisons with a corresponding sample from the UK. The third assessment is an extended written response of 1000 words in which you explain the legislation that applies to the media in your chosen country and explain examples of EU legislation affecting that country's media.

On completion of the Unit you should be able to:

1. Investigate the press and broadcasting of an EU country and analyse patterns of ownership
2. Compare the press and broadcasting of an EU country with the UK equivalent
3. Explain the areas of legislation that apply to the press and broadcasting of an EU country