



## Course Description

Probably at no time in history has access to, and proficiency with, media and information technologies been more important in the public mind, nor more critical to policy making and teaching in government, schools and universities.

Nor at any time in the recent past have the nation's press, media, and information sectors been the object of as much intense public concern or scrutiny with a growing recognition of their unmatched importance in the conduct of our daily lives and democratic institutions.

Never before have the once separate worlds of news, stored knowledge, and the products of the mass media and entertainment industries converged locally, nationally, and globally, with even greater convergence certain to take place in the years ahead.

## Assessment

Theoretical information is provided throughout the course, followed by a series of tasks and essays that are to be completed and marked by your personal tutor.

## Modules

- 1 Introduction – what is media?
- 2 Advertising
- 3 Broadcast TV
- 4 Film
- 5 Practical production piece (or extended essay)
- 6 Representation - a theoretical perspective
- 7 Genre - an institutional and theoretical perspective
- 8 News
- 9 New Media
- 10 Extended essay

**Suggested Duration:** 12 months  
**Level:** 3  
**Format:** Paper  
**Awarding Body:** Ascentis

## HOW TO REGISTER FOR THIS COURSE

To register for and purchase this course, please contact NCC Home Learning in any one of the following ways:

**Freephone Telephone:** 0800 970 2522

**Mail:** The Woodside Centre, Catchdale Moss Lane, Eccleston, St Helens, WA10 5QJ

**Email:** [enquiries@ncchomelearning.co.uk](mailto:enquiries@ncchomelearning.co.uk)

**Online:** [www.ncchomelearning.co.uk](http://www.ncchomelearning.co.uk)