

# Media Studies - Level 3 Course

## Key Information

**Course Format:**  
Online Course Materials + Hard Copy

**Price:**  
£405.00

**Assessment:**  
Written Assignments

**Payment Options:**  
Spread the cost over 4 monthly payments

**Approximate Study Time:**  
200 Hours of Self Study

**Initial Payment of**  
£180.00

**Approximate Delivery Time:**  
1-3 Working Days (Email)

**Followed by 3 payments of:**  
£75.00



The **Media Studies Diploma – Level 3 Course** is an introduction to this fascinating subject and will teach students about the history of media, showing comparisons with modern day media and will detail how modern day media affects all of our lives.

Access to Media and information technology has never been so important and is integral to most industries and professions and has become critical to policy making and teaching in government, schools and universities.

The nations media, press and information sectors are the subject to intense public concern and scrutiny and there is a growing acceptance of their unrivalled importance in our daily lives and with 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.

The Media Studies Diploma course makes clear the meaning of "media studies" in its widest context and will appeal to those wanting to explore this exciting and innovative vocational area.

**On successful completion of this course students will receive an accredited Level 3 Certificate of Achievement.**

**Course Delivery Notice:** You will receive access to the course materials through an online portal for a 12-month period. Students can use the portal for accessing their course materials, submitting assignments and to log tutor questions. A hard-copy book version of the course notes are also supplied.

**This course includes the following units:-**

- **Unit 1 - Introduction – What is media?**

The following topics are covered: Why study the media?; Control and Regulation; Denotation and connotation; Audience reception theory; Textual Analysis – including Narrative, Genre, Media Institutions, Media Values and; Ideology, and Media Audiences and Media language.

- **Unit 2 - Advertising**

The following topics are covered: Criticism of Advertising; Audience theories – Maslow's hierarchy of needs, the hypodermic needle theory, uses and gratifications theory; Charity campaigning; Product placement; and Guerilla marketing.

- **Unit 3 - Broadcast TV**

The following topics are covered: Background on institutions; Sitcoms; Intertextuality; and Audiences.

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- **Unit 4 - Film**

The following topics are covered: Narrative theory; Media texts; The cause-and-effect chain; Modern theories: Narrative in cinema; The Field theory plot; Goal-oriented plots; Auteur theory; and Post modernism.

- **Unit 5 - Practical production piece**

The following topics are covered: Media technology; Key concepts; Planning and pre-production; Advertising; Identifying the target audience; The brief; and Website pre-production.

- **Unit 6 - Representation: A theoretical perspective**

The following topics are covered: What are Mediation Texts?; and Case Studies.

- **Unit 7 - Genre: An institutional and theoretical perspective**

The following topics are covered: Hybrids; Mars Attacks! 1996; How do genres adapt to changing social economic and political contexts?; and Case Studies.

- **Unit 8: News**

The following topics are covered: Newspapers; Broadsheet versus tabloid; News institutions; and An industrial process.

- **Unit 9: New Media**

The following topics are covered: The Internet; The impact of new media; The audience as a producer; The entertainment industry and the Copyright; Social networking and privacy; New media institutions; Successful use of the internet and new media by TV; and Games.

- **Unit 10: Extended essay**

The following topics are covered: Essay stages; Preparing to begin; 10 steps to a top-flight essay; Conducting independent research; The 7 sins of flawed research; and Writing a bibliography.

## Prerequisites:

There is no prior learning knowledge or experience required to take this course.

## Course Duration & Support:

Students may register at any time and have a full year to complete their studies. As the course is self study you can complete in as little or as long a time as you prefer.

You also have access to a personal tutor by mail or email for a 12 month period and our student support team are also available for any other queries that you may have whilst completing your course.

## Assessment:

Theoretical information is provided throughout the Media Studies Diploma course, followed by a series of tutor-marked assignments including tasks and essays.

Coursework assignments can be returned by uploading to the online portal, by email or by post. We recommend that assignments are completed and returned as word-processed documents through the online portal. Handwritten documents can be accepted but need to be clear and legible and may be subject to a longer marking time.

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## Certification:

On successful completion of this course students will be awarded a Media Studies Certificate of Achievement by NCFE, and a Learner Unit Summary (which lists the details of all the units you have completed as part of your course).



The completion of this course alone does not lead to an Ofqual regulated qualification but may be used as evidence of knowledge and skills towards regulated qualifications in the future. The unit summary can be used as evidence towards Recognition of Prior Learning if you wish to progress your studies in this sector. To this end the learning outcomes of the course have been benchmarked at Level 3 against level descriptors published by Ofqual, to indicate the depth of study and level of difficulty involved in successful completion by the learner.

Information on level descriptors can be found on the Ofqual's level descriptors page. We provide a link to this on each course page of our website.

NCFE is recognised as an Awarding Organisation by the qualification regulators for England, Wales and Northern Ireland, who are: the Office of the Qualifications and Examinations Regulator (Ofqual) in England, the Welsh Government, and the Council for Curriculum, Examinations and Assessment (CCEA) in Northern Ireland. NCFE accreditation gives assurance that the content of a training course is of a high standard and meets the rigorous requirements of a national awarding organisation.

NCFE accreditation also gives formal recognition to courses which result in the award of a certificate of achievement but does not qualify you for a nationally recognised qualification. This course has been accredited under NCFE IIQ Licence by NCC which has been approved as an NCFE Investing in Quality (IIQ) centre to give formal recognition to our courses. We have designed our training courses specifically to meet the needs of learners who prefer to study from home.