

| Unit Title: Media Audiences and Products | |
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| Level: | Two |
| Credit Value: | 5 |
| GLH: | 30 |
| OCNLR Unit Code: | KA2/2/LQ/002 |
| Ofqual Unit Reference Number: | M/600/6471 |

This unit has 3 learning outcomes

| LEARNING OUTCOMES | ASSESSMENT CRITERIA |
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| The learner will: | The learner can: |
| 1. Know how a media industry identifies audiences for its products. | 1.1. Outline ways in which a media industry identifies audiences for its products. |
| 2. Understand how media products are constructed for specific audiences. | 2.1. Outline ways in which a media product is constructed for a specific audience |
| 3. Understand how audiences can respond to media products. | 3.1. Outline ways in which a media product might be understood by an audience. |

Assessment

The grid below gives details of the assessment activities to be used with the unit attached. Please refer to the OCN London Assessment Definitions document for definitions of each activity and the expectations for assessment practice and evidence for verification.

P = Prescribed This assessment method *must* be used to assess all or part of the unit.

O = Optional This assessment method *could* be used to assess all or part of the unit.

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| Case Study | | Project | |
| Written question & answer/test/exam | O | Role play/simulation | |
| Essay | O | Practical demonstration | |
| Report | | Group discussion | O |
| Oral question and answer | O | Performance/exhibition | |
| Written description | O | Production of artefact | |
| Reflective log/diary | | Practice file | |