

Course Information Sheet

Exploring Media



Dive deeper into the world of media! Explore how media shapes our lives, from traditional forms to the digital age.

Course Description:

The media is all around us, but how much do you understand its power? This engaging 8-week course, Exploring Media, equips you with the critical thinking skills to analyse the media landscape. Delve into different media forms (print, television, social media, etc.), explore how media messages are constructed, and examine the impact of media on society. Analyse the role of media in areas like news, advertising, and entertainment. Through interactive lectures, discussions, and media analysis activities, you'll gain a deeper appreciation for the power and influence of media in our lives. Join us and become a more informed media consumer!

What will I learn?

- **Week 1 & 2:** Foundations of Media - Explore the core concepts of media and communication, understand different media forms and their evolution, and analyse the role of media in society.
- **Week 3 & 4:** Media Messages & Production - Delve into how media messages are constructed, explore the power of language, visuals, and sound, and analyse different media production techniques.
- **Week 5 & 6:** Media & Society - Examine the impact of media on various aspects of society (e.g., politics, culture, identity), analyse the role of media in shaping public opinion, and explore issues of media bias and representation.
- **Week 7 & 8:** The Future of Media - Explore the ever-changing media landscape in the digital age, analyse the rise of social media and new media technologies, and discuss the future of media consumption.

How will I be assessed?

- **Formative:** Weekly online quizzes, media analysis activities, and discussion forums will test your understanding and encourage critical thinking about media.
- **Summative:** A final project where you analyse a chosen media text (e.g., a news article, a film, a social media campaign) and present your analysis, considering the message, target audience, and broader societal context.

Who is this course for?

This course is open to anyone curious about the media and its impact on our world. No prior knowledge is required..

Who is your target audience?

This course is designed for learners hoping to develop a new level of understanding and critical thinking skills regarding media. It caters to those who want to explore different media forms, analyse media messages and production techniques, understand the impact of media on society, and become more informed media consumers.

Progression Opportunities:

After completing this course, you can delve deeper into specific areas of media that pique your interest (e.g., media studies, journalism, film studies). Consider pursuing further studies in media studies, communication studies, or digital media programs offered by universities across the UK.

Career or Job Enhancement Pathways:

This course can be a stepping stone towards various careers in the media industry, including:

- Social Media Manager
- Content Creator
- Journalist
- Media Analyst

How do I enrol?

If you are paying the full fee, the quickest way to enrol is online at www.oucoursesouthwest.co.uk, simply create an account and select enrol now. Alternatively, you will need to speak to one of our customer service team on 01752 660713.

How will the course be delivered?

This is a practical course, and the sessions will include tutor-led demonstrations, learner-led group activities, instruction and repetition. These will form part of the delivery together with one-to-one support as required.

Will I need to practise outside the classroom?

You will be encouraged to review your notes between lessons to ensure maximum benefit from your course. It is always useful to practise your skills between sessions. Your tutor may encourage home learning, or independent research.

How will I know I'm making progress?

During the first session, your tutor will discuss your goals and current level in relation to the course. Based on this assessment, you will agree individual targets which you will record in your individual

learning plan (ILP). You and your tutor will review your targets regularly to ensure that you are making progress; these will be written in your individual learning plan.

What will I need?

Please bring a notepad, and pen to each session. You may wish to bring a file for any handouts. A laptop with internet access is required for completion of coursework and home learning outside of the classroom.

Please note:

Most courses attract a subsidy from the Education and Skills Funding Agency (ESFA). It is a requirement of the ESFA that you complete various forms at different stages of your course, further information is available on request. Courses are subject to a minimum number of enrolments and could be cancelled if recruitment is low. In some cases, an alternative class at a different location may be offered.

Terms and conditions are available at

<https://www.onsouthwest.co.uk/learner-information/essential-information-for-every-learner>

Room numbers are subject to change - please check when you arrive at the venue.

