

Media Literacy Unit Titles

Mandatory

- Media Literacy: Introduction to Media Languages

Optional

- Media Literacy: Introduction to Recognising Genre
- Media Literacy: Introduction to Recognising Modality
- Media Literacy: Introduction to Understanding Advertising
- Media Literacy: Introduction to Understanding News
- Media Literacy: Introduction to Understanding Representation
- Media Literacy: Introduction to Using the Media

Copies of these units can be downloaded in full from our website at:

www.nocn.org.uk/qualifications/qcf-qualifications

Who are we?

The National Open College Network (NOCN) is a leading UK Awarding Organisation that is recognised by the Regulatory Authorities in England, Wales, Scotland and Northern Ireland.

- We provide flexible, credit-based qualifications to a range of education and training providers and employers.
- The emerging Qualifications and Credit Framework (QCF), endorses the Open College Network's 25 years' experience in the recognition of flexible, bite size learning to meet the needs of adults and young people.
- We work in partnership with Open College Networks (OCNs) which are licensed by us (NOCN) to offer our national qualifications.

What to do now

- **Visit our Website** www.nocn.org.uk
- **Contact your Open College Network (OCN)**
- **Give us a call on 0114 227 0500**

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The **Diversity** of Learning

NOCN Media Literacy Qualifications (QCF)

***NOCN Entry Level Award in
Media Literacy (Entry 3) (QCF)***

***NOCN Entry Level Certificate in
Media Literacy (Entry 3) (QCF)***

*Information for
learning providers*

The **Diversity** of Learning

The qualifications

NOCN Entry Level Award in Media Literacy (Entry 3) (QCF)

NOCN Entry Level Certificate in Media Literacy (Entry 3) (QCF)

As the global communications industry grows, it is becoming increasingly more important for individuals to learn about and understand how the media affects our lives.

Developed in partnership with Ofcom, the independent regulator for the UK communications industries, NOCN's qualifications in Media Literacy have been developed to respond to this need.

The qualifications introduce learners to the media and aim to provide them with a basic understanding which will allow them to actively engage with, question and interpret the information presented to them in many forms of media.

They have also been designed specifically to support the development of learner's skills and so provide an essential foundation for further learning.

Who are these qualifications for?

These qualifications have been designed to meet the needs of a broad range of learners who:

- wish to develop their knowledge and understanding of the media
- would benefit from a greater understanding of how language and images are used in the media
- would benefit from developing their learning skills and raising their confidence and self esteem
- would benefit from alternative approaches to the curriculum and learning
- may not have previously achieved in education
- want to evidence their transferable skills through a qualification or want to explore other learning opportunities.

The minimum age for access to these qualifications is 14.

Key benefits for your Learners

These qualifications will allow your learners:

- to question what they see and read in different types of media and communications
- to become aware of the language, terms and 'messages' used in the media
- to achieve a qualification that is nationally recognised
- to work towards a qualification at their own pace
- the opportunity to receive certification for individual units
- flexibility, allowing them to take assessments at anytime, using methods to suit their learning aims and styles
- the opportunity for progression onto other training and qualifications within the Qualifications and Credit Framework.

Key benefits for your Centre

These qualifications:

- are accredited by the regulatory authorities
- are flexible and learner-centred, to enable you to provide a course that meets the particular needs of target learners
- are nationally recognised and quality assured
- are suitable for use in a variety of learning environments.

All our providers have access to good practice, curriculum advice and support through their Open College Network (OCN).

To locate your OCN visit: www.nocn.org.uk/about-us/ocn-locations

Assessment and Achievement Information

Learners are assessed through internally set assessments. These are then internally marked and verified by the Centre and externally verified by NOCN.

All NOCN qualifications are credit-based and consist of individual units of assessment, each with an assigned level and credit value. Qualifications are awarded to learners who achieve the approved combination of units.

To achieve the:

The learners must successfully complete:

NOCN Entry Level Award in Media Literacy (Entry 3) (QCF)

6 credits = 60 Guided Learning Hours
• 1 Mandatory unit = 2 credits
• 2 Optional units = 4 credits

NOCN Entry Level Certificate in Media Literacy (Entry 3) (QCF)

14 credits = 140 Guided Learning Hours
• 1 Mandatory unit = 2 credits
• 6 Optional units = 12 credits

Titles of the units included in these qualifications are available overleaf.

For further assessment information, download a copy of our Media Literacy Qualification Guide at: www.nocn.org.uk/qualifications/qcf-qualifications