

Institutions and Audiences

Module Code:	FAM4013-B
Academic Year:	2018-19
Credit Rating:	20
School:	Department of Media Design and Technology
Subject Area:	Film and Media
FHEQ Level:	FHEQ Level 4

Pre-requisites:

Co-requisites:

Contact Hours

Type	Hours
Lectures	12
Tutorials	12
Directed Study	176

Availability Periods

Occurrence	Location/Period
BDA	University of Bradford / Semester 2 (Feb - May)

Module Aims

The module aims to introduce students to the analysis of key theoretical approaches to film and media audiences and institutions.

Outline Syllabus

The studio system; public service broadcasting; ownership and control; institutions and the public sphere; the free press; regulatory frameworks; consumers and producers; Frankfurt school critical theory; uses and gratifications; the active audience; audience research; fan theory.

Module Learning Outcomes

On successful completion of this module, students will be able to...

- 1 (1.1) evaluate the major theoretical and historical approaches to film and media institutions.
(1.2) analyse the major theoretical approaches to film and media audiences.
- 2 (2.1) apply, compare, and contrast theoretical approaches to the ways in which film and media texts and audiences interact.
(2.2) identify the key elements of the relationships between film and media institutions, states, and governments.
- 3 (3.1) gather, organise and deploy ideas and information in order to formulate arguments cogently, and express them effectively in written, oral or other forms;
(3.2) retrieve and generate information, and evaluate sources, in carrying out independent research;
(3.3) organise and manage supervised, self-directed projects.

Learning, Teaching and Assessment Strategy

A series of initial lectures on institutions and audiences is used to impart and contextualise appropriate knowledge (LO1.1,1.2). Working in small groups, students will develop, share and apply knowledge in tutorials and reading seminars (LO1.1,1.2,2.1,2.2,3.1). Students will develop a research proposal for written assessment and present this in an assessed tutorial. Feedback from these tutorials allow them to develop their final written assessment (LO1.1,1.2,2.1,2.2, 3.1,3.2,3.3). Supplementary assessment repairs deficiency.

Mode of Assessment

Type	Method	Description	Length	Weighting	Final Assess'
Summative	Other form of assessment DO NOT USE	Assessed Tutorial	0 hours	20%	No
Summative	Coursework	Essay (2000 words)	0 hours	80%	Yes

Legacy Code (if applicable)

EM-0157D

Reading List

To view Reading List, please go to [rebus:list](#).