

Reading The Screen

Module Code:	FAM4016-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	15
Tutorials	4
Laboratory	4
Directed Study	177

Availability Periods

Occurrence	Location/Period
BDA	University of Bradford / Semester 1 (Sep - Jan)

Module Aims

The aims of the module are to introduce students to a variety of approaches applicable to reading various screens, and explore how meanings are generated via an understanding of visual literacy.

Outline Syllabus

Semiotics; structural analysis; film and ideology; writing about the screen; photographic influences; relationship between still and moving images; iconic photographic images in the cinema.

Indicative Reading List:

Barthes, R. (2013) *Mythologies: The Complete New Edition*. Hill and Wang
Etherington-Wright, C. and Doughty, R. (2011) *Understanding Film Theory*. Palgrave Macmillan
Fiske, J. (2010) *Introduction to Communication Studies* 3rd edition. Routledge
Heiferman, M. and Foresta, M. (2012) *Photography Changes Everything*. Aperature

Module Learning Outcomes

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

- 1 Evaluate approaches to visual literacy, and identify the cultural context of a chosen (visual) example (LO1,2,3,4)
- 2 Analyse a still image using semiotics (LO1,2,3,4); apply visual literacy skills to a chosen example (LO1,2,3,4)
- 3 Communicate your understanding in oral and written form (LO2).

Learning, Teaching and Assessment Strategy

Key material will be delivered through a lecture programme, supplemented via group discussion and directed reading which will be made available on the virtual learning environment (VLE). Peer learning will be achieved through the assessed oral presentation, where you are required to perform a semiotic analysis, to the class, on an advertisement of your choice. You will be assessed on your ability to read a screen via the 2000 word essay. Supplementary Assessment is as original.

Mode of Assessment

Type	Method	Description	Length	Weighting	Final Assess'
Summative	Presentation	15 minute presentation	0 minutes	50%	No
Summative	Coursework	2000 word essay	-2000 words	50%	Yes

Legacy Code (if applicable)

EM-0163D

Reading List

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