

Practices of Representation

Module Code:	FAM6013-B
Academic Year:	2018-19
Credit Rating:	20
School:	Department of Media Design and Technology
Subject Area:	Film and Media
FHEQ Level:	FHEQ Level 6
Module Leader:	Dr Karen Thornton

Additional Tutors:
Mr William Godfrey

Pre-requisites:

Co-requisites:

Contact Hours

Type	Hours
Lectures	12
Tutorials	21
Laboratory	6
Directed Study	161

Availability Periods

Occurrence	Location/Period
BDA	University of Bradford / Semester 1 (Sep - Jan)
BDA	University of Bradford / Semester 2 (Feb - May)

Module Aims

This module explores the ways in which the key threshold concepts of representation, culture and identity are expressed through media. In considering these concept, notions of whether media practices reflect or construct narratives of the self and culture will be analysed through the production of a media project, combining a theoretical approach with a practice-based assessment.

Outline Syllabus

Discourses of power and representation; representation of the working class in medias; representation of race; representation of culture within children's media.

Key Text

Dorfman, A. (1994) *The Empire's Old Clothes*. London: Pluto Press.
Hall, S. (1997 & 2013) *Representation Cultural Representations and Signifying Practices*. London: Sage/Open University Press.
Mickenberg, J.L. (2006) *Learning from the Left*. New York: Oxford University Press.
Rose G. (2001) *Visual Methodologies: An Introduction to Researching with Visual Materials*. London, Sage
Said, E.W. (1995) *Orientalism*. London: Penguin.
Walker, J.A. and Chaplin, C. (1997) *Visual Culture: An Introduction*. Manchester: Manchester University Press
Zornado, J. (2006) *Inventing the Child*. London: Routledge

Module Learning Outcomes

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

- 1 Explain the ways in which the threshold concepts of representation, culture and identity are expressed through various media, and their relationship to discourses of power (LO3,6,12)
- 2 Critically evaluate the ways in which media represent discourses of power in relation to class, race and culture through practical application (LO3,6,12)
- 3 Develop, plan and produce an individual project and be managers of your own learning. Demonstrate effective oral communication skills, critical reading skills and the ability to synthesise information and take part in group discussions (LO1, 2,4,7,12)

Learning, Teaching and Assessment Strategy

Key material will be delivered via a series of case studies which demonstrate, in practice, how representation, culture and identity are reflected and constructed in contemporary media practices. Tutor-led group discussion follows the case studies, where you are encouraged to formulate your project ideas and share them with your peers. The assessment requires you to demonstrate your understanding and engagement with issues of representation and the media via the production of a practical project, and you will be closely supervised by an individual tutor who will help you manage this process. The final project is contextualized within an academic discourse via an oral presentation.

Supplementary assessment is to repair deficiencies in original submission.

Mode of Assessment

Type	Method	Description	Length	Weighting	Final Assess'
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Summative	Presentation	Oral Presentation of project 20 minutes		60%	No
Referral	Coursework	Supplementary assessment: Repair deficiency	0 hours	100%	No
Summative	Coursework	Practical work - Media Project	0 hours	40%	Yes

Legacy Code (if applicable)

EM-0374D

Reading List

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