

Module Details	
Module Title:	Institutions and Audiences
Module Code:	FAM4013-B
Academic Year:	2019-20
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	
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.

Learning Outcomes	
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
Summative	Presentation	Seminar Presentation		40%
Summative	Coursework	Essay (2000 words)	0 hours	60%

Reading List
To access the reading list for this module, please visit https://bradford.rl.talis.com/index.html .

Please note:

This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.