

Module Details	
Module Title:	Reading The Screen
Module Code:	FAM4016-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	15
Tutorials	4
Laboratory	4
Directed Study	177

Availability	
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

Learning Outcomes

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
Summative	Presentation	15 minute presentation	0 minutes	50%
Summative	Coursework	2000 word essay	-2000 words	50%

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.