

| Module Details |                                           |
|----------------|-------------------------------------------|
| Module Title   | Practices of Representation               |
| Module Code    | FAM6013-B                                 |
| Academic Year  | 2021/2                                    |
| Credits        | 20                                        |
| School         | Department of Media Design and Technology |
| FHEQ Level     | FHEQ Level 6                              |

| Contact Hours                  |       |
|--------------------------------|-------|
| Type                           | Hours |
| Lectures                       | 4     |
| Online Tutorials (Synchronous) | 5     |
| Directed Study                 | 185   |
| Seminars                       | 6     |

| Availability |                                     |
|--------------|-------------------------------------|
| Occurrence   | Location / Period                   |
| BDA          | University of Bradford / Semester 2 |

| Module Aims                                                                                                                                                                                                                                                                                                                                                                                           |
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| <p>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.</p> |

| Outline Syllabus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
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| <p>Discourses of power and representation; representation of the working class in medias; representation of race; representation of culture within children's media.</p> <p>Key Texts: Dorfman, A. (1994) <i>The Empire's Old Clothes</i>. London: Pluto Press. Hall, S. (1997 &amp; 2013) <i>Representation Cultural Representations and Signifying Practices</i>. London: Sage/Open University Press. Mickenberg, J.L. (2006) <i>Learning from the Left</i>. New York: Oxford University Press. Rose G. (2001) <i>Visual Methodologies: An Introduction to Researching with Visual Materials</i> London, Sage. Said, E.W. (1995) <i>Orientalism</i>. London: Penguin. Walker, J.A. and Chaplin, C. (1997) <i>Visual Culture: An Introduction</i>. Manchester: Manchester University Press. Zornado, J. (2006) <i>Inventing the Child</i>. London: Routledge</p> |

| Learning Outcomes |                                                                                                                                                                                                                                                             |
|-------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Outcome Number    | Description                                                                                                                                                                                                                                                 |
| 01                | 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)                                                                      |
| 02                | Critically evaluate the ways in which media represent discourses of power in relation to class, race and culture through practical application (LO3,6,12)                                                                                                   |
| 03                | 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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
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| <p>Key material will be delivered via a series of online case studies which demonstrate, in practice, how representation, culture and identity are reflected and constructed in contemporary media practices. Tutor-led group online 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 online by an individual tutor who will help you manage this process. The final project is contextualized within an academic discourse via an oral presentation.</p> <p>Supplementary assessment is to repair deficiencies in original submission.</p> |

| Mode of Assessment |              |                                         |           |
|--------------------|--------------|-----------------------------------------|-----------|
| Type               | Method       | Description                             | Weighting |
| Summative          | Coursework   | Practical work - Media Project          | 40%       |
| Summative          | Presentation | Oral Presentation of project 20 minutes | 60%       |

| Reading List                                                                                                                                             |
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| To access the reading list for this module, please visit <a href="https://bradford.rl.talis.com/index.html">https://bradford.rl.talis.com/index.html</a> |

*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.*