

Module Details	
Module Title	Institutions and Audiences
Module Code	FAM4013-B
Academic Year	2022/3
Credits	20
School	Department of Media Design and Technology
FHEQ Level	FHEQ Level 4

Contact Hours	
Type	Hours
Lectures	4
Interactive Learning Objects	10
Online Tutorials (Synchronous)	12
Directed Study	166

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

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	
Outcome Number	Description
LO1	Evaluate the major theoretical and historical approaches to film and media institutions; Analyse the major theoretical approaches to film and media audiences.
LO2	Apply, compare, and contrast theoretical approaches to the ways in which film and media texts and audiences interact; Identify the key elements of the relationships between film and media institutions, states, and governments.
LO3	Gather, organise and deploy ideas and information in order to formulate arguments cogently, and express them effectively in written, oral or other forms.
LO4	Retrieve and generate information, and evaluate sources, in carrying out independent research; 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). Working in small groups, students will develop, share and apply knowledge in tutorials and reading seminars (LO1, 2, 3). 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, 2, 3, 4). Supplementary assessment if required is to repair deficiencies and resubmit/represent.

Mode of Assessment			
Type	Method	Description	Weighting
Summative	Presentation	Seminar Presentation	40%
Summative	Coursework	Essay (2000 words)	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.