

Module Details	
Module Title	Philosophy of Media Representation
Module Code	FAM6019-B
Academic Year	2022/3
Credits	20
School	Department of Media Design and Technology
FHEQ Level	FHEQ Level 6

Contact Hours	
Type	Hours
Seminars	18
Tutorials	2
Directed Study	180

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

Module Aims
To examine the ways in which reality as a concept has been explored and how this has impacted on our understanding of media representations.

Outline Syllabus
Remediation; simulation and simulacra; the society of the spectacle; misinformation and the rise of "Fake News"; false memory and history; social constructions of reality; how to develop and present work for an academic conference; how to write up academic conference papers.

Learning Outcomes	
Outcome Number	Description
1	Identify the key components of a piece of academic writing and use these to support an analysis of how reality is represented in a piece of visual media.
2	Plan and present a paper suitable for an academic conference.
3	Write up a conference paper suitable for publication in a relevant academic journal.

Learning, Teaching and Assessment Strategy
Key readings will be provided and students will contribute to seminars examining prescient questions raised within the works. Students will be expected to come fully prepared to seminars having read the material provided and identified points they wish to discuss.

Mode of Assessment			
Type	Method	Description	Weighting
Summative	Presentation	Conference paper presentation	50%
Summative	Coursework - Written	Write-up of conference paper	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.