

Module Details	
Module Title	Reading The Screen
Module Code	FAM4016-B
Academic Year	2021/2
Credits	20
School	Department of Media Design and Technology
FHEQ Level	FHEQ Level 4

Contact Hours	
Type	Hours
Lectures	15
Online Seminar (Synchronous)	10
Online Tutorials (Synchronous)	1
Independent Study	174

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 1

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) <i>Mythologies: The Complete New Edition</i> . Hill and Wang Etherington-Wright, C. and Doughty, R. (2011) <i>Understanding Film Theory</i> . Palgrave Macmillan Fiske, J. (2010) <i>Introduction to Communication Studies 3rd edition</i> . Routledge Heiferman, M. and Foresta, M. (2012) <i>Photography Changes Everything</i> . Aperature

Learning Outcomes	
Outcome Number	Description
01	Evaluate approaches to visual literacy, and identify the cultural context of a chosen (visual) example (LO1,2,3,4)
02	Analyse a still image using semiotics (LO1,2,3,4); apply visual literacy skills to a chosen example (LO1,2,3,4)
03	Communicate your understanding in oral and written form (LO2).

Learning, Teaching and Assessment Strategy
Key material will be delivered through an on-campus lecture programme, supplemented via online group seminars and directed reading which will be made available on the virtual learning environment (VLE). Students will be provided with worksheets which have focused questions they have to complete before the online seminar session which will consolidate their learning. 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	Weighting
Summative	Presentation	15 minute presentation	50%
Summative	Coursework - Written	2000 word essay	50%

Reading List
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.*

© University of Bradford 2021

<https://bradford.ac.uk>