



MODULE SPECIFICATION

Part 1: Information			
Module Title	Contemporary Cinema		
Module Code	UPGN5T-30-3	Level	Level 6
For implementation from	2020-21		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	Faculty of Arts Creative Industries & Education	Field	English
Department	Creative & Cultural Industries		
Module type:	Standard		
Pre-requisites	Culture, Sustainability and Consumption 2020-21		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description

Features: Pre-requisites: Students must have taken UPGN4X-30-2 Hollywood and World Cinema OR UPCN9W-30-2 Culture, Sustainability and Consumption

Educational Aims: See Learning Outcomes

Outline Syllabus: The module explores current issues and debates in film culture, by combining three key approaches:

Production trends: Students study both independent and mainstream trends, including the impact of digital technology on filmmaking. We pay close attention to specific films and themes, enabling students to enhance their critical reviewing and textual analysis skills.

Distribution and exhibition practices: Students learn about the economic organisation of film distribution and exhibition, and how digital technology has transformed the industry. We explore different exhibition platforms (e.g., arthouse cinemas, multiplexes, online streaming, Youtube) and consider how these affect the kinds of films screened. We will use one of Bristol's arthouse cinemas as a case study, to give professional insight into programming and marketing strategies.

Film and the culture industries: the module also pays special attention to the role of festivals, events, websites, film journalism and blogging within contemporary film culture. These are explored in the context of critical debates about the cultural function of cinema and film (e.g., debates around social access and participation, taste formations). We will use one of Bristol's film festivals as a case study, giving professional insight into festival curation, events management and enterprise.

Teaching and Learning Methods: Scheduled learning: The module combines a one-hour lecture, film screening and two-hour seminar.

Semester 2 embeds professional experience in the curriculum through live briefs, feeding into the Pitch and Project assessments.

Students have the opportunity for tutorials at key points in the year, providing support for assignments.

Independent learning: Students are expected to prepare for lectures, screenings and seminars by completing core readings and, in Semester 1, writing a weekly blog entry. The blog will be discussed in seminars, providing ongoing peer feedback to enhance writing skills; the blog forms the basis of the Portfolio assessment.

STUDENT AND ACADEMIC SERVICES

Part 3: Assessment

The module encourages students to work independently to explore different facets of contemporary cinema – critical, professional and cultural – and to develop knowledge, skills and professional experience relevant to potential careers in the culture industries. The assessment strategy provides a framework flexible enough to accommodate diverse interests.

Component A assesses students' ability to pitch an idea in response to a live brief. In addition to enhancing oral presentation skills, the ability to articulate ideas in a professional context is useful practice for future interviews.

Component B recognises diversity by enabling students to enhance their skills in areas of specific interest, at the level of both content and form. Students' blogs will be read in seminars and students will receive advice from tutors on selecting a sample for the assessed Portfolio (designing out plagiarism) to ensure the learning outcomes are achieved. The Project assignment will be designed by the student in response to a live brief, with support and advice from module tutors and industry partners.

The Assessment:

Component A: Pitch (5 minutes) with supporting documentation. Students pitch an idea to industry partner/s in response to a live brief.

Component B. Element One: Portfolio (3000 words). The portfolio explores a trend or theme in contemporary cinema and/or film criticism. The portfolio includes a critical rationale, a selection of blog entries and a self-reflection.

Component B. Element Two: Project (3000 words or equivalent)

Students devise a project on an aspect of contemporary cinema. This should fit with one of the three key approaches explored on the module: production trends; distribution and exhibition practices; or film and the culture industries. Students who pitch a successful idea for the live brief can develop this further for the project; in these cases, students can work in small groups on the project, but will be assessed on their individual contribution.

First Sit Components	Final Assessment	Element weighting	Description
Presentation - Component A		25 %	Pitch (5 minutes) with supporting documentation
Portfolio - Component B		37 %	Portfolio (3000 words)
Final Project - Component B	✓	38 %	Project (3000 words or equivalent)
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STUDENT AND ACADEMIC SERVICES

Part 4: Teaching and Learning Methods																	
Learning Outcomes	<p>On successful completion of this module students will achieve the following learning outcomes:</p> <table border="1"> <thead> <tr> <th style="text-align: left;">Module Learning Outcomes</th> <th style="text-align: left;">Reference</th> </tr> </thead> <tbody> <tr> <td>Demonstrate critical and professional understanding of the economic, technological and aesthetic factors shaping contemporary film culture</td> <td>MO1</td> </tr> <tr> <td>Demonstrate detailed knowledge of the cultural role of cinema</td> <td>MO2</td> </tr> <tr> <td>Identify, research and analyse trends and themes within contemporary cinema</td> <td>MO3</td> </tr> <tr> <td>Reflect critically on their own work and professional experience</td> <td>MO4</td> </tr> <tr> <td>Demonstrate advanced critical reviewing and writing skills</td> <td>MO5</td> </tr> <tr> <td>Demonstrate advanced oral communication and pitching skills</td> <td>MO6</td> </tr> </tbody> </table>	Module Learning Outcomes	Reference	Demonstrate critical and professional understanding of the economic, technological and aesthetic factors shaping contemporary film culture	MO1	Demonstrate detailed knowledge of the cultural role of cinema	MO2	Identify, research and analyse trends and themes within contemporary cinema	MO3	Reflect critically on their own work and professional experience	MO4	Demonstrate advanced critical reviewing and writing skills	MO5	Demonstrate advanced oral communication and pitching skills	MO6		
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Reading List	<p><i>The reading list for this module can be accessed via the following link:</i></p> <p>https://uwe.rl.talis.com/modules/upgn5t-30-3.html</p>																

Part 5: Contributes Towards	
<p>This module contributes towards the following programmes of study:</p> <p>Film Studies [Sep][FT][Frenchay][3yrs] BA (Hons) 2018-19</p> <p>Liberal Arts [Sep][FT] [Frenchay][3yrs] BA (Hons) 2018-19</p> <p>Literature and Film Studies [Sep][FT][Frenchay][3yrs] - Not Running BA (Hons) 2017-18</p>	