



Module Specification

The Movie Experience: Audiences, Culture and Taste

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Part 1: Information

Module title: The Movie Experience: Audiences, Culture and Taste

Module code: UPGN9A-30-1

Level: Level 4

For implementation from: 2021-22

UWE credit rating: 30

ECTS credit rating: 15

Faculty: Faculty of Arts Creative Industries & Education

Department: ACE Dept of Creative & Cultural Industries

Partner institutions: None

Delivery locations: Frenchay Campus

Field: English

Module type: Project

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: Not applicable

Features: Not applicable

Educational aims: The module provides students with foundational knowledge about the interaction between film audiences and the film industry, in order to explore issues around taste and cultural value.

Outline syllabus: Students are introduced to contemporary distribution and exhibition practices, including different release models (e.g., cinematic, multiplatform, online). They also explore the wider impact of the cultural industries on film consumption, for example: film posters, trailers and online marketing; film reviews, magazines and websites; festivals and event cinema; rating systems and censorship.

The module also considers the role of different kinds of audiences and their consumption practices. Students engage with a range of critical debates around taste and cultural value, such as: cinephilia and fandom; art and entertainment; cultural capital and hierarchies of 'quality' and 'trash'. These debates also draw attention to the ways in which factors such as age, class, gender and race affect audience formations and consumption practices.

Part 3: Teaching and learning methods

Teaching and learning methods: While lectures focus on critical, industrial and professional contexts, workshops put these ideas into practice through group and individual activities. This includes practical and technical skills-development in group work, blogging, information literacy, basic research and referencing. The module also draws on Bristol's own cinemas and wider film culture as examples.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Recognize, describe and explain different modes of film distribution and exhibition

MO2 Recognize, describe and consider different types of audiences and their consumption practices, including awareness of factors such as age, class, gender and race

MO3 Engage with critical debates about audiences, taste and cultural value

MO4 Use the library catalogue to locate a range of sources effectively, and reference them accurately

MO5 Work effectively with others on a small group project

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

Total = 300

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/upgn9a-30-1.html) via the following link <https://uwe.rl.talis.com/modules/upgn9a-30-1.html>

Part 4: Assessment

Assessment strategy: The assessments introduce knowledge and study skills around using the library and electronic technologies to underpin their studies, which are important for all other modules in the programme, and it develops group work skills, which are essential to later modules such as UPGN9H-15-2 Professional Writing About Film.

Component A, Element 1: Library workbook assessment

Students have 24 hours to complete an online assessment after completing a formative workbook. The assessment tests students' ability to conduct basic research via the library catalogue, and to observe referencing conventions.

Component A, Element 2: Group Research Exercise (1000 words)

Building on the Library quiz, students work together in small groups to compile an annotated list of sources for their group project.

Component A, Element 3: Group Project (2500 words or equivalent per student)

Students work in small groups to develop a project on an aspect of the relationship between audiences, taste and film cultures, enabling them to share expertise and benefit from peer support. A proportion of the total mark is based on the group's

concept for the project and their teamwork (25%); the remaining 75% is based on students' individual contributions. The assessment combines written, visual and creative skills, increasing inclusivity. The project builds on workshop activities, and formative feedback is given as the project develops over the course of the module.

Assessment components:**Online Assignment - Component A (First Sit)**

Description: Library workbook

Weighting: 10 %

Final assessment: No

Group work: No

Learning outcomes tested: MO4

Written Assignment - Component A (First Sit)

Description: Group research exercise (500 words)

Weighting: 20 %

Final assessment: No

Group work: Yes

Learning outcomes tested: MO4, MO5

Written Assignment - Component A (First Sit)

Description: Group Project (2500 words per student)

Weighting: 70 %

Final assessment: Yes

Group work: Yes

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Online Assignment - Component A (Resit)

Description: Library workbook

Weighting: 10 %

Final assessment: No

Group work: No

Learning outcomes tested:

Written Assignment - Component A (Resit)

Description: Group research exercise (500 words)

Weighting: 20 %

Final assessment: No

Group work: Yes

Learning outcomes tested:

Written Assignment - Component A (Resit)

Description: Group project (2500 words per student)

Weighting: 70 %

Final assessment: Yes

Group work: Yes

Learning outcomes tested:

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Film Studies [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Film Studies [Sep][SW][Frenchay][4yrs] BA (Hons) 2021-22

Film Studies [Sep][PT][Frenchay][6yrs] BA (Hons) 2020-21

Film Studies {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2020-21

Film Studies {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21