



MODULE SPECIFICATION

Part 1: Information			
Module Title	The Movie Experience: Audiences, Culture and Taste		
Module Code	UPGN9A-30-1	Level	1
For implementation from	September 2017		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	ACE	Field	English
Department	Arts and Cultural Industries		
Contributes towards	BA (Hons) Film Studies (compulsory)		
Module type:	Project		
Pre-requisites	None		
Excluded Combinations	None		
Co-requisites	None		
Module Entry requirements	None		
Part 2: Description			
<p>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.</p> <p>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.</p> <p>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; 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.</p> <p>While weekly lectorials will focus on critical and industry contexts, weekly 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.</p>			
Part 3: Assessment			
<p>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 such later modules as UPGN9H-15-2 <i>Professional Writing About Film</i>.</p> <p>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.</p> <p>Component A, Element 2: Information Literacy Exercise (500 words) Building on the Library quiz, students compile a short list of sources on their blog topic, reflecting on the kind of writing involved and each source's usefulness and suitability.</p> <p>Component A, Element 3: Film Blog (3000 words or equivalent per student) Students work in small groups to develop a film blog, 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 blog and their teamwork (25%); the</p>			

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remaining 75% is based on students' individual contributions. The assessment combines written, visual and creative skills, increasing inclusivity. The blog builds on workshop activities, and formative feedback is given as the blog develops over the course of the module.											
Identify final timetabled piece of assessment (component and element)	Component A, Element 3										
% weighting between components A and B (Standard modules only)	A:										
	B:										
First Sit											
Component A (controlled conditions) Description of each element	Element weighting										
1. Library Workbook	10%										
2. Information Literacy Exercise (500 words)	10%										
3. Film Blog (3000 words or equivalent per student)	80%										
Resit (further attendance at taught classes is not required)											
Component A (controlled conditions) Description of each element	Element weighting										
1. Library Workbook	10%										
2. Information Literacy Exercise (500 words)	10%										
3. Film Blog (3000 words or equivalent per student)	80%										
Part 4: Teaching and Learning Methods											
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> Recognize, describe and explain different modes of film distribution and exhibition (Component A, Element 3) Recognize, describe and consider different types of audiences and their consumption practices, including awareness of factors such as age, class, gender and race (Component A, Element 3) Engage with critical debates about audiences, taste and cultural value (Component A, Element 3) Use the library catalogue to locate a range of sources effectively, and reference them accurately (Component A, Elements 1, 2 and 3) Work effectively with others on a small group project (Component A, Element 3) Use blogging software to set up a basic website (Component A, Element 3) 										
Key Information Sets Information (KIS)	<p style="text-align: center;"><u>Key Information Set - Module data</u></p> <p style="text-align: right;"><i>Number of credits for this module</i> 30</p> <table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr> <th style="width: 12.5%;">Hours to be allocated</th> <th style="width: 12.5%;">Scheduled learning and teaching study hours</th> <th style="width: 12.5%;">Independent study hours</th> <th style="width: 12.5%;">Placement study hours</th> <th style="width: 12.5%;">Allocated Hours</th> </tr> </thead> <tbody> <tr> <td>300</td> <td>72</td> <td>228</td> <td>0</td> <td>300</td> </tr> </tbody> </table>	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	300	72	228	0	300
Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours							
300	72	228	0	300							
Contact Hours	0										
<p>The table below indicates as a percentage the total assessment of the module which constitutes a;</p> <p>Written Exam: Unseen or open book written exam Coursework: Written assignment or essay, report, dissertation, portfolio, project or in class test Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)</p>											

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Total Assessment					
	Written exam assessment percentage				
	Coursework assessment percentage				100%
	Practical exam assessment percentage				
					100%
Reading List	Reading list can be found at: https://uwe.rl.talis.com/lists/5D1749C0-85F3-A74E-8A1E-993C2438B3A6.html				

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First CAP Approval Date	21 March 2017			
Revision CAP Approval Date		Version	1	MIA 10647