



## MODULE SPECIFICATION

Part 1: Information			
Module Title	The Movie Experience: Audiences, Culture and Taste		
Module Code	UPGN9A-30-1	Level	Level 4
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:	Project		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description
<p><b>Educational Aims:</b> 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><b>Outline Syllabus:</b> 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; 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.</p> <p><b>Teaching and Learning Methods:</b> 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.</p>

## STUDENT AND ACADEMIC SERVICES

### Part 3: Assessment

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.

First Sit Components	Final Assessment	Element weighting	Description
Written Assignment - Component A		20 %	Group research exercise (1000 words)
Written Assignment - Component A	✓	70 %	Group Project (2500 words per student)
Online Assignment - Component A		10 %	Library workbook
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STUDENT AND ACADEMIC SERVICES

<b>Part 4: Teaching and Learning Methods</b>																	
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;"><b>Module Learning Outcomes</b></th> <th style="text-align: left;"><b>Reference</b></th> </tr> </thead> <tbody> <tr> <td>Recognize, describe and explain different modes of film distribution and exhibition</td> <td>MO1</td> </tr> <tr> <td>Recognize, describe and consider different types of audiences and their consumption practices, including awareness of factors such as age, class, gender and race</td> <td>MO2</td> </tr> <tr> <td>Engage with critical debates about audiences, taste and cultural value</td> <td>MO3</td> </tr> <tr> <td>Use the library catalogue to locate a range of sources effectively, and reference them accurately</td> <td>MO4</td> </tr> <tr> <td>Work effectively with others on a small group project</td> <td>MO5</td> </tr> </tbody> </table>	<b>Module Learning Outcomes</b>	<b>Reference</b>	Recognize, describe and explain different modes of film distribution and exhibition	MO1	Recognize, describe and consider different types of audiences and their consumption practices, including awareness of factors such as age, class, gender and race	MO2	Engage with critical debates about audiences, taste and cultural value	MO3	Use the library catalogue to locate a range of sources effectively, and reference them accurately	MO4	Work effectively with others on a small group project	MO5				
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Reading List	<p><i>The reading list for this module can be accessed via the following link:</i></p> <p><a href="https://uwe.rl.talis.com/modules/upgn9a-30-1.html">https://uwe.rl.talis.com/modules/upgn9a-30-1.html</a></p>																

<b>Part 5: Contributes Towards</b>	
This module contributes towards the following programmes of study:	