

Course Title	:	Cultures of Cinema
Course Code	:	CUS4331
Recommended Study Year	:	3-4
No. of Credits/Term	:	3
Mode of Tuition	:	Sectional Approach
Class Contact Hours	:	3 hours per week
Category in Major Prog.	:	Elective
Prerequisite(s)	:	CUS3309 Film and Cinema Studies
Co-requisite(s)	:	Nil
Exclusion(s);	:	Nil
Brief Course Description	:	<p>This course offers students an opportunity to pursue specific topics in film and media with greater depth than an introductory course would normally allow. The basic aim is not to provide an overview of film and mass communication theory but to encourage students to think through controversial issues about which there is often little agreement among scholars. Those issues have been chosen to span different areas, ranging from purely aesthetic to social and ideological questions. Students will learn to cultivate their analytical and critical skills about topics with which they should be somewhat familiar from previous introductory courses. Students should have taken CUS/GEC309 Film and Cinema Studies as pre-requisite to this course.</p> <p>The following is a list of possible topics from which lecturers will compile their particular course outline for each academic year: defining the cinema: the specificity thesis; pre-cinema and early cinema: historical alternatives to mainstream cinema; national alternatives to mainstream Hollywood cinema; different models of film and media authorship; the interpretation of meaning; film and television genres; conceptualising media audiences: the reception contexts of mass communication; television, domesticity, and gender; media, behaviour and consumption; media globalization; media and the public.</p>
Aims	:	<ol style="list-style-type: none"> <li>1. to enable students to gain a deeper understanding of some theories and concepts around media and cinema through the selected topic of a given semester;</li> <li>2. to encourage students to apply relevant theories to the critical reflection of current controversial issues concerning selected aspects;</li> <li>3. to cultivate students' analytical and critical skills by being able to map seemingly unrelated phenomena to the reflection of the current state media and cinema, locally and overseas.</li> </ol>
Learning Outcomes	:	<ol style="list-style-type: none"> <li>1. that students will be able identify, show knowledge of and explain concepts and theories around media and cinema relevant to the selected topic;</li> <li>2. that students can demonstrate the ability to analyze current issues</li> </ol>

- around media and cinema through the application of relevant theories;
- 3. that students can show the ability to reflect on current phenomena by relating them to current political and socio-economic contexts; comparing and contrasting local and overseas examples,
- 4. that students will be able to grasp and apply relevant research skills to the critical reflection and analysis of current issues.

Indicative Content : The indicative content varies with the topic selected for the semester, but they generally include:

- 1. media and film theories on representation, genre, gender, identities;
- 2. concepts around media and cultural globalization;
- 3. concepts such as narrativity, subjectivity, textuality

Teaching Method : 1. Lectures and tutorials are designed to provide students the necessary concepts and thinking tools on the analysis of media and cinema issues, while tutorials are geared towards encouraging students to discuss and theorize media and film concepts;

2. Audio-visual materials are adopted and screened extensively to expose students' vocabularies on texts, to critically reflect on the meanings of those texts and the ideologies inscribed;

3. Guest speakers are invited to provide students exposure to front line situations as well as sample and valuable research conducted in the area;

4. Occasional visits enable students to gain direct exposure by talking to media personnel and on-site observations.

Measurement of Learning Outcomes : 1. students display their comprehension of complicated media and cinema concepts through occasional assignments which include readings reports (20%);

2. students display their skills in analyzing media texts through occasional assignments which include film and television programme reviews (20%)

3. students show their knowledge of relevant media and film concepts, and to apply the learnt concepts to analysis of controversial relevant issues through active classroom discussions and presentations (20%), and writing of the final exam (30%)

4. students demonstrate their research skills, as well as the ability to integrate and combine complicated concepts in their critical reflection on a selected topic in the final paper/ project at the end of term (30%)

Assessment : Students are assessed on the basis of 70% Continuous Assessment and 30% Final Examination, with the following grade distribution:

Term Paper	[20%]
Oral Presentation (tutorial)	[20%]
Occasional Assignments	[10%]
Tutorial Discussion	[20%]
Final Examination	[30%]

Required/Essential Readings:

- Grossberg, Lawrence, Ellen Wartella and D. C. Whitney. *Media-Making: Mass Media in a Popular Culture*. Thousand Oaks, London & New Delhi: Sage, 1998.
- Turner, Graeme. *Film as Social Practice*. 3<sup>rd</sup> ed. London and New York: Routledge, 1999.

### Recommendation/Supplementary Readings:

- Brundson, C., J. D'Acci and L. Spigel. *Feminist Television Criticism*. Oxford: Clarendon/Oxford, 1997.
- Mellencamp, P. *Logics of Television*. Bloomington & Indianapolis: Indiana University Press, 1990.
- Newcomb, H. Ed. *Television: The Critical View*. New York, Oxford: Oxford University Press, 1994.
- Nichols, B. Ed. *Movies and Methods*. Berkeley, Los Angeles & London: University of California Press, 1976.
- Nichols, B. Ed. *Movies and Methods, Volume II*. Berkeley, Los Angeles & London: University of California Press, 1985.
- Silverstone, R. *Television and Everyday life*. London & New York: Routledge, 1994.

\*Please note that the suggested readings may vary according to the selected topic in a given term.

### Important Notes:

1. Students are expected to spend a total of 9 hours (i.e. 2 hours of class contact and 7 hours of personal study) per week to achieve the course learning outcomes.
2. Students shall be aware of the University regulations about dishonest practice in course work, tests and examinations, and the possible consequences as stipulated in the Regulations Governing University Examinations. In particular, plagiarism, being a kind of dishonest practice, is “the presentation of another person’s work without proper acknowledgement of the source, including exact phrases, or summarised ideas, or even footnotes/citations, whether protected by copyright or not, as the student’s own work”. Students are required to strictly follow university regulations governing academic integrity and honesty.
3. Students are required to submit writing assignment(s) using Turnitin.
4. To enhance students’ understanding of plagiarism, a mini-course “Online Tutorial on Plagiarism Awareness” is available on <https://pla.ln.edu.hk/>.