

GCIN2007

Film and Media: Cultural and Organizational Dynamics

6 credits - total learning hours: 150

Session C: July 16 – Aug 3, 2018

14:00 to 17:00, Mon-Fri

Course Description

This course enables students to study the cultural and organizational dynamics of the film and media industry to understand the economic, social, cultural and material processes that underpin the whole industry. Through an in-depth and comparative study of the creative processes, technology adaptation, value chains, overall organizational structures, and consumer images of the industry, the course aims to engage students in a critical discourse on the complex interplay between the economic and cultural forces which drive the development of the film and media industry in the global market.

Aims and Objectives

- 1) to provide students an insight into the cultural and organizational dynamics of the film and media industry.
- 2) To enable students to understand the business practices, professions, networks, and organizations of the film industry.
- 3) To encourage students to critically examine how the industry defines, celebrates and reproduces itself through the interaction between economic and symbolic structures

List of Topics to be covered in meetings

1. Key concepts on film and media
2. Film and Media as an Institution
3. The Hollywood System
4. Production and Technology
5. Audience
6. Genre
7. Distribution and Marketing
8. Critique, Award and Festivals
9. Film Industry in China
10. Film Industry in Japan
11. Film Industry in Hong Kong

Teaching resources

Caldwell, J. (2008). *Production culture: Industrial reflexivity and critical practice in film and television* (Console-ing passions). Durham, N.C.: Duke University Press.

(Please note the topics and teaching resources may vary and are provided here as a guide.)

Assessment

100% coursework

Learning outcomes:

On successful completion of the course, students should be able to:

- 1) Demonstrate the ability to critically examine the complex interplay between the economic and cultural forces which drive behind the development of the film and media industry in the global market
- 2) Demonstrate the ability to explain the business practices, professions, networks, and organizations of the film and media industry

3) Engage in discourse on the challenges and opportunities facing the film and media industry from various social, economic and cultural perspectives