Course Outline (Higher Education)

School: School of Arts
Course Title: MAINSTREAM AND ALTERNATIVE SCREEN CULTURES
Course ID: BAFLM2004
Credit Points: 15.00
Prerequisite(s): (BATCC1001 or BATCC1002 or FLMES1001 or FLMES1002)
Co-requisite(s): Nil
Exclusion(s): (BAFLM3004 and FLMGL2202 and FLMGL3302)
ASCED: 100701

Description of the Course:
This intermediate-level course provides an overview of Hollywood cinema and goes on to consider alternatives to Hollywood’s aesthetic and industrial model. Topics in the course draw on theories and critical perspectives of genres, narrative and film form, censorship, key themes and ideologies. The course teaches students to develop a critical understanding of different models of cinema, production and reception contexts and textual features. Films will be studied both as texts and in relation to social, historical and industrial contexts, including foreign productions.

Grade Scheme: Graded (HD, D, C, P, MF, F, XF)
Placement Component: No

Supplementary Assessment: Yes
Where supplementary assessment is available a student must have failed overall in the course but gained a final mark of 45 per cent or above and submitted all major assessment tasks.

Program Level:

<table>
<thead>
<tr>
<th>Level of course in Program</th>
<th>AQF Level of Program</th>
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<tr>
<td></td>
<td>5</td>
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<tr>
<td>Introductory</td>
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<tr>
<td>Intermediate</td>
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<tr>
<td>Advanced</td>
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Learning Outcomes:
On successful completion of the course the students are expected to be able to:

**Knowledge:**

K1. Explore terminology relating to various aspects of Hollywood/alternative film form
K2. Examine the development of cinema, including the classical, post-classical and contemporary periods.
K3. Explore and examine key developments in the Hollywood industry, from the classical studio system to the present; and examine alternatives to this model.
K4. Investigate knowledge of a range of film theories relating to cinema.

**Skills:**

S1. Analyse films in terms of formal features and a range of themes.
S2. Apply film theory to Hollywood and alternative genres and screen texts.
S3. Identify features of classical, post-classical and recent Hollywood screen texts and consider the features of other texts such as art and experimental cinema.
S4. Undertake independent research about screen texts.

**Application of knowledge and skills:**

A1. Produce written analysis of screen texts and/or theoretical approaches to screen media.
A2. Apply ideas from secondary texts to screen texts.
A3. Contribute to discussions applying conceptual, theoretical, contextual and/or historical material to screen texts.
A4. Devise a written argument informed by substantial research, screen textual analysis and critical thinking.

**Course Content:**

Topics may include:

- Hollywood as industry
- Alternatives to Hollywood, such as art cinema, experimental and independent cinema
- Various approaches to narrative and film form
- Significant historical, political and social developments, such as the Production Code, the anti-Communist period and post-classical Hollywood
- Major studio films and independent productions
- Significant film movements from outside Hollywood
- Influences of foreign film-making on Hollywood and/or vice versa
- Transnational screen productions, with or without Hollywood’s involvement.

**Values:**

V1. Develop an informed understanding of Hollywood’s social, economic and cultural impact on audiences
V2. Recognise the social and cultural significance of screen texts in contemporary society
V3. Develop sensitivity to different ways of seeing and reading texts
V4. Respect the ideas and skills of others
V5. Actively participate in learning in a supportive environment.

**Graduate Attributes**

The Federation University FedUni graduate attributes (GA) are entrenched in the Higher Education Graduate Attributes Policy (LT1228). FedUni graduates develop these graduate attributes through their engagement in
explicit learning and teaching and assessment tasks that are embedded in all FedUni programs. Graduate attribute attainment typically follows an incremental development process mapped through program progression. **One or more graduate attributes must be evident in the specified learning outcomes and assessment for each FedUni course, and all attributes must be directly assessed in each program.**

<table>
<thead>
<tr>
<th>Graduate attribute and descriptor</th>
<th>Development and acquisition of GAs in the course</th>
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<tbody>
<tr>
<td>GA 1 Thinkers</td>
<td>K1, K2, K3, k4, K5, S1, S2, S3, S4, A2, A4</td>
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<tr>
<td>GA 2 Innovators</td>
<td>S1, S2, S3, S4, A2, A3, A4</td>
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<td>GA 3 Citizens</td>
<td>S3, S4, A3, A4</td>
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<td>GA 4 Communicators</td>
<td>A1, A3, A4</td>
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<td>GA 5 Leaders</td>
<td>K3, S2, S3, A3</td>
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**Learning Task and Assessment:**

<table>
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<tr>
<th>Learning Outcomes Assessed</th>
<th>Learning Tasks</th>
<th>Assessment Type</th>
<th>Weighting</th>
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<tr>
<td>K2, S1, S2, S3, A1, A3</td>
<td>Present ideas in a format that combines written and visual content and addresses a topic relating to thematic, stylistic and/or narrative conventions in film/s. The task is designed for students to demonstrate developing understanding of course content.</td>
<td>Poster or presentation</td>
<td>25-35%</td>
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<tr>
<td>K1, K2, K4, S2, S3, A2</td>
<td>Apply knowledge of set texts and key concepts in responses to short answer questions, designed to demonstrate coverage of course content. The test will be in either face-to-face or online mode, with the mode being used to be announced at the beginning of the semester.</td>
<td>Test</td>
<td>25-35%</td>
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<tr>
<td>K3, K4, S2, S3, S4, A1, A4</td>
<td>Research and apply relevant scholarship to an analysis of texts, by responding to a topic that relates to course content. Task is designed to demonstrate cumulative understanding of course content.</td>
<td>Research Essay</td>
<td>30-40%</td>
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**Adopted Reference Style:**

MLA

Refer to the [library website](https://librarywebsite.com) for more information.