

## **FLM353e Digital Delivery: Reshaping Film and TV**

**Level:** 3

**Credit Units:** 5 Credit Units

**Language:** ENGLISH

**Presentation Pattern:** EVERY JAN

**E-Learning:** BLENDED - Learning is done MAINLY online using interactive study materials in Canvas. Students receive guidance and support from online instructors via discussion forums and emails. This is supplemented with SOME face-to-face sessions. If the course has an exam component, this will be administered on-campus.

### **Synopsis:**

FLM353e Film in the Age of New Media looks at what happens to film in an era when audiences are watching movies through streaming services, on their laptops, or even on their phones. How does the movie experience change when filmmakers have access to a wide range of digital technologies to tell new and innovative stories? This course invites students to engage with these questions. Students will learn about the political, economic, social, and technological changes that are rapidly changing the movie industry as we know it. The course begins by defining digital delivery and offering a description of how digital tools are creating more fragmented and individualised viewing experiences. Students will also engage with the role of 3D cinema in expanding studio control over film distribution. In addition, the course will focus on the role of advertising discourse and social media in shaping the reception of Hollywood films. The role of digital cinema in fostering independent and documentary filmmaking will also be considered. The course concludes with an exploration of emerging trends in digital cinema.

### **Topics:**

- Introduction to Media Industries, Accelerated Movie Cultures, and Platform Mobility
- Coming Soon to a Computer Near You
- Restricting and Resistant Mobilities
- Make Any Room Your TV Room
- Breaking Through the Screen: 3D, Avatar, and the Future of Moviegoing
- Redbox vs. Red Envelope, or Closing the Window on the Bricks-and-Mortar Video Store
- The Twitter Effect
- Indie 2.0: Digital Delivery, Crowdsourcing, and Crowdfunding
- Reinventing Festivals

### **Textbooks:**

By Chuck Tryon.: On Demand Culture: Digital Delivery and the Future of Movies. Publisher: Rutgers UP

ISBN-13: 9780813561097

By Chuck Tryon.: On Demand Culture: Digital Delivery and the Future of Movies. Publisher: Rutgers UP

ISBN-13: 9780813561097-AA

**Learning Outcome:**

- Demonstrate a keen awareness of some of the major trends involving the effects of digital media on the film industry, and explain the political, social, and technological factors that are driving change in the film and television industries.
- Analyse key case studies of new distribution, exhibition, and promotional practices in the era of digital delivery.
- Examine the role of social media and advertising discourse in shaping perceptions of digital cinema.
- Formulate cohesive evaluations of film, showing analysis of the implications of different models of digital delivery and understanding of the economic, political, and geographic barriers that inform them.
- Compose well-structured essays on the role of digital technologies in reshaping the film industry.
- Use relevant information from multiple sources to write a considered response on film in the age of new media.

**Assessment Strategies:**

<b>Continuous Assessment Component</b>	<b>Weightage (%)</b>
TUTOR-MARKED ASSIGNMENT	20
TUTOR-MARKED ASSIGNMENT	20
PRE-CLASS QUIZ	3
PRE-CLASS QUIZ	3
PRE-CLASS QUIZ	4
<b>Sub-Total</b>	<b>50</b>

<b>Examinable Component</b>	<b>Weightage (%)</b>
ECA	50
<b>Sub-Total</b>	<b>50</b>

**Weightage Total** **100**