



APPLIES TO ACADEMIC YEAR 2005/2006

## KLS 2503 Cultural Industry Studies IV – Film

### Program

Bachelor in Arts and Management (2. year)

### Responsible for the course

Terje Gaustad

### Department

Communication - Culture and Languages

### Term

According to study plan

### ECTS Credits

6

Due to a general lack of transparency it is often difficult for outsiders to understand how the film business works and how it is organized. A systematic analysis of its different sectors and the interaction between these will provide students with an overview of its structure and organization, and an examination its key economic characteristics will contribute to a better understanding of why the film business appears so different in different parts of the world today.

### Objective

The course will provide students with a basic understanding of how the film business is organized, how different functions are divided between its different sectors, and how these sectors interact.

### Prerequisites

No particular prerequisites.

### Compulsory literature

#### Books:

Caves, R.E. 2000. Creative industries: contracts between art and commerce. Cambridge, Mass: Harvard University Press. Introduksjon samt kap. 5 - 8 og 10. (cirka 70 sider)  
Hanche, Ø., G. Iversen og N.K. Aas. 2004. "Bedre enn sitt rykte" : en liten norsk filmhistori. 2. utg. Oslo: Norsk filminstitutt. (cirka 90 sider)  
Helgesen, T. og T. Gaustad. 2002. Medieøkonomi: strategier, markedsføring, medierettigheter. Nesbyen: Stølen. Kap. 8 (31 sider)  
Squire, J. E.. 2004. The Movie Business Book. 3 rd.. New York, NY: Fireside. Kap. 1, 6, 8, 10, 13, 18, 20, 24, 27, 28, 30, 33 og 35

#### Collection(s) of articles:

Artikkelsamling T. Gaustad. 2005. (cirka 200 sider)

#### Other:

St. meld. nr. 25 (2003-2004). Økonomiske rammebetingelser for filmproduksjon, Kultur- og kirke departementet. kap. 1 - 5 (gjøres tilgjengelig på Blackboard)

### Recommended literature

#### Books:

Bart, P. 2000. The Gross: The Hits, The Flops - The Summer that Ate Hoolywood. New York, NY: St. Martins Griffin  
Baumgarten, P.A., D.C. Farber and M.Fleischer. 1992. Producing, financing and distributing film: a comprehensive legal and business guide. 2nd ed. New York: Limelight Editions  
Caves, R. E.. 2000. Creative Industries: Contracts Between Art and Commerce. Cambridge, MA: Harvard University Press. Kap. 1 -4  
Cones, J. W. 1992. Film finance & ditribution: a dictionary of terms. Los Angeles, CA: Silman-James Press  
Eberts, J. og T. Ilott. 1990. My indecision is final: the spectacular rise and fall of goldcrest films, the independent studio that challenged Hollywood. New York : Atlantic Monthly Press.  
Litman, B.R. 1998. The motion picture mega-industry. Needham Heights, Mass: Allyn & Bacon  
Vogel, H.L. 2001. Entertainment industry economics. 5th ed. Cambridge: Cambridge University Press

Wyatt, J. 1994. High concept: movies and marketing in Hollywood. Austin, Tex: University of Texas Press

**Journals:**

Hollywood Reporter (amerikansk bransjemagasin)  
Rushprint (norsk bransjemagasin)  
Screen International (eller Screendaily.com) (britisk bransjemagasin)  
Variety Weekly (eller Variety.com) (amerikansk bransjemagasin)

**Course outline**

Historic and political perspective: The Norwegian, European and American Film Business  
Key Economic Characteristics  
Business Structure and Organization  
Transactions and Rights  
The Production Sector  
The Distribution Sector  
The Exhibition Sector  
Product and Cash Flows  
Relationships to other Business Sectors: Music, Cross Marketing and Product Placement

**Computer-based tools**

Not used in this course.

**Course structure**

The teaching consists of 36 lecture hours. Students will also work in groups on a case study related to the course literature and lectures.

**Evaluation**

A term paper to be prepared over a one-week period individually or in groups of up to three students.

**Evaluation code(s)**

KLS 25031 - Take-home exam counts for 100% of the grade in KLS 2503 Cultural Industry Studies IV - Film, 6 ECTS credits.

**Aids at the examination**

All aids are permitted.

**Makeup exam**

A re-sit is held in connection with the next scheduled exam in the course.