



APPLIES TO ACADEMIC YEAR 2006/2007

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 filmhistorie. 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. 3rd ed. New York, NY: Fireside. Kap. 1, 6, 8, 10, 13, 18, 20, 24, 27, 28, 30, 33 og 35

Collection of articles:

Artikkelsamling T. Gaustad. 2006. cirka 200 sider

Other:

St. meld. nr. 25 (2003-2004). Økonomiske rammebetingelser for filmproduksjon. Kultur- og kirkedepartementet. Kap. 1 - 5 (gjøres tilgjengelig på Blackboard)

Recommended literature

Books:

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
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.
Puttnam, D.. 2000. Movies and money. New York: Vintage Books
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

Part 1 - Individual 2-hour written examination in the middle of the semester - 30%.
Part 2 - Term paper to be prepared over a one-week period individually or in groups of up to three students - 70%

Evaluation code(s)

KLS 25032 - Individual 2 -hour written examination counts for 30% of the grade in KLS 2503 Cultural Industry Studies IV - Film, 6 ECTS credits.

KLS 25033 Term paper counts for 70% of the grade in KLS 2503 Cultural Industry Studies IV - Film, 6 ECTS credits.

Aids at the examination

No aids for the 2-hour written examination.

Makeup exam

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