



APPLIES TO ACADEMIC YEAR 2008/2009

## KLS 2503 Cultural Industry Studies IV – Film

### Program

Bachelor in Arts and Management (2. year)

### Responsible for the course

Terje Gaustad

### Department

### Term

According to study plan

### ECTS Credits

6

### Language of instruction

Norwegian

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. Students will acquire an industry-perspective on current film business issues.

### 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, Thorolf og Terje Gaustad. 2002. Medieøkonomi: strategier, markedsføring, medierettigheter. Nesbyen: Stølen. Kap. 8, 31 sider  
Squire, J. E., ed. 2004. The movie business book. 3rd ed. New York: Fireside. Kap. 1, 6, 8, 10, 13, 18, 20, 21, 24, 27, 28, 30, 33 og 35

#### Collection of articles:

Artikkelsamling T. Gaustad. 2006. cirka 200 sider

### Recommended literature

#### Books:

Baumgarten, P.A., D.C. Farber and M.Fleischer. 1992. Producing, financing and distributing film. 2nd ed. New York: Limelight Editions  
Eberts, J. and 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, Video games 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 Take home exam (one week) 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.