



APPLIES TO ACADEMIC YEAR 2009/2010

KLS 2503 Cultural Industry Studies IV – Film

Programme

Bachelor in Arts and Management (2. year)

Responsible for the course

Department

Term

According to study plan

ECTS Credits

6

Language of instruction

Norwegian

Introduction

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 reading

Books:

Caves, Richard 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. 2008. cirka 200 sider

Recommended reading

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.
Marich, Robert. 2005. Marketing to moviegoers : a handbook of strategies used by major studios and independents. Boston : Focal Press
Puttnam, D. 2000. Movies and money. New York: Vintage Books

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.

Examination

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%

Exam 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.

Examination support materials

No aids for the 2-hour written examination.

Re-sit examination

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

Due to changes in our Bachelor Programmes from autumn 2009, there also will be changes in every single course.

This course will be taught for the last time spring 2010. Re-sit exam will be offered every term even spring 2012.

Additional information