

## SYLLABUS – A COURSE DESCRIPTION

### I. General information

1. Course name: European Film Market
2. Course code: KUDU-MA-EFM
3. Course type (compulsory or optional): compulsory
4. Study programme name: Cultural Studies – Intercultural Communication
5. Cycle of studies (1st or 2nd cycle of studies or full master's programme): 2<sup>nd</sup> cycle
6. Educational profile (general academic profile or practical profile): general academic profile
7. Year of studies (if relevant): II
8. Type of classes and number of contact hours: lectures – 30 hours
9. Number of ECTS credits: 4
10. Name, surname, academic degree/title of the course lecturer/other teaching staff: Marcin Adamczak, PhD, associate professor at Adam Mickiewicz University
11. Language of classes: English
12. Online learning: no

### II. Detailed information

1. Course aim (aims):

The purpose of the course is to examine market and institutional mechanisms of European cinema. The oppositional Hollywood's model will be described as well as opportunities and challenges for Polish cinema at common market and European regulations framework. The course deals also with the debate about European cinema and subsidys' question since 90' till now. The market and institutional dimension will be examined in wider context of three issues: common European identity questions, the emergence of new media and processes of media globalization. The course should provide an opportunity to deeper understanding of market and institutional factors of film-making and offers a knowledge which is situated between traditional film studies and new media theory.

2. Pre-requisites in terms of knowledge, skills and social competences (if relevant):

General knowledge about contemporary film culture.

3. Course learning outcomes (EU) in terms of knowledge, skills and social competences and their reference to study programme learning outcomes (EK):

Course learning outcome symbol (EU)	On successful completion of this course, a student will be able to:	Reference to study programme learning outcomes (EK)
1.KUDU-MA-EFM	Zna i rozumie terminologię oraz koncepcje, dotyczące relacji i procesów zachodzących w kulturze, którą potrafi zastosować do opisu praktyk kulturowych.	K_W02
2.KUDU-MA-EFM	Zna i rozumie ogólną problematykę (obejmującą terminologię, teorie i metodologię) z zakresu wiedzy o mediach, którą potrafi twórczo wykorzystywać i samodzielnie aktualizować.	K_W09
3.KUDU-MA-EFM	Potrafi wykorzystywać informacje na temat pracy współczesnych organizacji i instytucji kulturalnych w Polsce i na świecie oraz nawiązywać z nimi współpracę, pozwalającą na proponowanie nowych inicjatyw i projektów kulturalnych.	K_U05
4.KUDU-MA-EFM	Jest gotów do dostrzegania sprzeczności, proponowania rozwiązania i formułowania opinii na temat upowszechniających się poglądów, koncepcji, stanowisk i polityk kulturalnych.	K_K04

4. Learning content with reference to course learning outcomes (EU)

Course learning content:	Course learning outcome symbol (EU)
1. Institutional and market factors in film-making.	1.KUDU-MA-EFM 2.KUDU-MA-

	EFM
2. Global Hollywood: changes on the film market after 1980.	1.KUDU-MA-EFM 2.KUDU-MA-EFM
3. Double logics of film-making: Hollywood's model- film as a product.	1.KUDU-MA-EFM
4. Double logics of film-making: European model- film as an art.	1.KUDU-MA-EFM
5. Film festivals as the crucial form of promotion at European market.	1.KUDU-MA-EFM 2.KUDU-MA-EFM
6. Polish film market after 1989 in the European framework. Establishing of Polish Film Institute. Opportunities and challenges for Polish cinema in the European film market.	4.KUDU-MA-EFM
7. Central and Eastern European cinematographies at European market.	2.KUDU-MA-EFM
8. Danish cinema as the model of dealing with the market by middle-sized cinematography.	2.KUDU-MA-EFM 3.KUDU-MA-EFM
9. China, India and Turkey: emerging markets or new frontiers for Hollywood expansion?	2.KUDU-MA-EFM 3.KUDU-MA-EFM
10. Independent cinema as the alternative mode of production.	3.KUDU-MA-EFM
11. The age of anxiety. Film distribution and internet.	3.KUDU-MA-EFM

### 5. Reading list:

1. T. Miller, *The Contemporary Hollywood Reader*, London 2009.
2. M. Dale, *The Movie Game. Film Business in Britain, Europe and America*, London 1997.
3. J. Hill, *The Future of European Cinema: the Economics and Culture of Pan-European Strategies*, in: J. Hill, M. McLoone, P. Hainsworth (eds.), *Crossing Borders: Film in Ireland, Britain and Europe*, London 1995.
4. D. Bordwell, J. Staiger i K. Thompson, *Classical Hollywood Cinema. Film Style and Mode of Production*, London 1988.
5. M. Hjort, *Danish Cinema*, in: D. Bordwell, N. Carroll (eds.), *Post-Theory. Reconstructing Film Studies*, London 1996.
6. T. Elsaesser, *Film Festivals Networks: the New Topographies of Cinema in Europe*, in: T. Elsaesser (ed.), *European Cinema: Face to Face with Hollywood*, Amsterdam 2005.
7. E. Mazierska, *Polish Postcommunist Cinema: From the Pavement Level*, Oxford 2007.
8. T. Schatz, *The Studio System and Conglomerate Hollywood*, in: P. McDonald, J. Wasko (eds), *The Contemporary Hollywood Film Industry*, Oxford 2008.
9. M. de Valck, *Film Festivals: From European Geopolitics to Global Cinephilia*, Amsterdam 2007.

### III. Additional information

1. Teaching and learning methods and activities to enable students to achieve the intended course learning outcomes (please indicate the appropriate methods and activities with a tick and/or suggest different methods)

Teaching and learning methods and activities	X
Lecture with a multimedia presentation	x
Interactive lecture	
Problem – based lecture	

Discussions	x
Text-based work	x
Case study work	x
Problem-based learning	x
Educational simulation/game	
Task – solving learning (eg. calculation, artistic, practical tasks)	
Experiential work	
Laboratory work	
Scientific inquiry method	
Workshop method	
Project work	
Demonstration and observation	
Sound and/or video demonstration	
Creative methods (eg. brainstorming, SWOT analysis, decision tree method, snowball technique, concept maps)	
Group work	
Other (please specify) -	
...	

2. Assessment methods to test if learning outcomes have been achieved (please indicate with a tick the appropriate methods for each LO and/or suggest different methods)

Assessment methods	Course learning outcome symbol					
	1.KUDU-MA-EFM	2.KUDU-MA-EFM	3.KUDU-MA-EFM	4.KUDU-MA-EFM		
Written exam	x	x	x	x		
Oral exam						
Open book exam						
Written test						
Oral test						
Multiple choice test						
Project						
Essay						
Report						
Individual presentation				x		
Practical exam (performance observation)						
Portfolio						
Other (please specify) -						
...						

3. Student workload and ECTS credits

Activity types		Mean number of hours spent on each activity type
Contact hours with the teacher as specified in the study programme		30
Independent study*	Preparation for classes	
	Reading for classes	30
	Essay / report / presentation / demonstration preparation, etc.	30
	Project preparation	

	Term paper preparation	
	Exam preparation	30
	Other (please specify) -	
	...	
Total hours		120
Total ECTS credits for the course		4
* please indicate the appropriate activity types and/or suggest different activities		

4. Assessment criteria in accordance with AMU in Poznan's grading system:

**Very good (bdb; 5,0):**

**student w bardzo dobrym stopniu opanował zagadnienia poruszane na wykładzie, konwersatorium i zajęciach laboratoryjnych**

**Good plus (+db; 4,5):**

**student w stopniu dobrym z plusem opanował zagadnienia poruszane na wykładzie, konwersatorium i zajęciach laboratoryjnych**

**Good (db; 4,0):**

**student w dobrym stopniu opanował zagadnienia poruszane na wykładzie, konwersatorium i zajęciach laboratoryjnych**

**Satisfactory plus (+dst; 3,5):**

**student w stopniu dostatecznym z plusem opanował zagadnienia poruszane na wykładzie, konwersatorium i zajęciach laboratoryjnych**

**Satisfactory (dst; 3,0):**

**student w stopniu dostatecznym opanował zagadnienia poruszane na wykładzie, konwersatorium i zajęciach laboratoryjnych**

**Unsatisfactory (ndst; 2,0):**

**student w stopniu niedostatecznym opanował zagadnienia poruszane na wykładzie, konwersatorium i zajęciach laboratoryjnych**