UNSW Course Outline

ARTS1062 Hollywood Film: Industry, Technology, Aesthetics - 2024

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General Course Information

Course Code : ARTS1062
Year : 2024
Term : Term 3
Teaching Period : T3
Is a multi-term course? : No
Faculty : Faculty of Arts, Design and Architecture
Academic Unit : School of the Arts and Media
Delivery Mode : In Person
Delivery Format : Standard
Delivery Location : Kensington
Campus : Sydney
Study Level : Undergraduate
Units of Credit : 6

Useful Links

Handbook Class Timetable

Course Details & Outcomes

Course Description

The 'Hollywood Film' course offers you the opportunity to study the world's most powerful film

industry. It produces a historical and conceptual map of the institution that dominated the global film industry in the twentieth century, and which continues to do so today. In focusing on cinema as a socio-cultural and economic force, both in the United States and across the globe, it examines how Hollywood has historically produced and distributed a powerful cultural imaginary and devised methods to encourage audiences to consume it. The course considers Hollywood as an early example of a genuinely global industry that initially sustained itself through the implementation of a range of industrial, economic, cultural, legal, quasi-legal, and indeed illegal conventions and practices, i.e., the star system, the production code, the studio system, the genre system, monopolistic practices like vertical integration, and the Classical Hollywood style of film-making.

Course Aims

1. To give Film Studies students a firm grounding in the history of the development of the Hollywood System. 2. To show how commercial factors impact upon film styles and aesthetics. 3. To develop understanding of the dynamic relationship between cinema and its technological, juridical, political and economic determinants. 4. To understand Hollywood as both an American and a global phenomenon. 5. To give students an understanding of the interconnectedness of cinema as a commercial enterprise and a form of mass entertainment that aims to satisfy collective desire.

Relationship to Other Courses

Hollywood Film: Industry, Technology and Aesthetics is a foundational course that sets the stage for comparative analyses of other film styles and industries in Level 2 and Level 3 courses. Hollywood Film introduces students to concepts that are important to the study of the medium, such as classical and postclassical style, genre, and ideology.

Course Learning Outcomes

Course Learning Outcomes
CLO1 : Identify key features of contemporary and classical Hollywood cinema and conventions of classical Hollywood narrative
CLO2 : Identify some of the technological, political, social and economic factors that have shaped the history of Hollywood cinema
CLO3 : Perform basic skills in analysing and paraphrasing scholarly texts in film studies.

Course Learning Outcomes	Assessment Item
CLO1 : Identify key features of contemporary and classical Hollywood cinema and conventions of classical Hollywood narrative	• Writing Task • Essay
CLO2 : Identify some of the technological, political, social and economic factors that have shaped the history of Hollywood cinema	• Tutorial presentation • Essay
CLO3 : Perform basic skills in analysing and paraphrasing scholarly texts in film studies.	• Writing Task • Tutorial presentation • Essay

Learning and Teaching Technologies

Moodle - Learning Management System | Microsoft Teams | Echo 360

Learning and Teaching in this course

Please see Moodle.

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates
Writing Task Assessment Format: Individual	25%	Due Date: 29/09/2024 11:00 PM
Tutorial presentation Assessment Format: Group	15%	Start Date: Not Applicable Due Date: In a tutorial that is assigned in Weeks 1 and 2
Essay Assessment Format: Individual	60%	Due Date: 23/11/2024 11:00 PM

Assessment Details
Writing Task

Assessment Overview

Short critical reading and writing tasks to be submitted at the end of Week 3: 1200-1500 words total.

Feedback via LMS

Course Learning Outcomes

- CLO1 : Identify key features of contemporary and classical Hollywood cinema and conventions of classical Hollywood narrative
- CLO3 : Perform basic skills in analysing and paraphrasing scholarly texts in film studies.

Detailed Assessment Description

Reading and writing task questions provided in Week 2. See Moodle for details

Submission notes

Only ONE submission allowed.

Assessment information

Further information will be available via Moodle.

Assignment submission Turnitin type

This assignment is submitted through Turnitin and students do not see Turnitin similarity reports.

Generative AI Permission Level

No Assistance

This assessment is designed for you to complete without the use of any generative AI. You are not permitted to use any generative AI tools, software or service to search for or generate information or answers.

For more information on Generative AI and permitted use please see here.

Tutorial presentation

Assessment Overview

15 minutes per student

Feedback via LMS

Course Learning Outcomes

- CLO2 : Identify some of the technological, political, social and economic factors that have shaped the history of Hollywood cinema
- CLO3 : Perform basic skills in analysing and paraphrasing scholarly texts in film studies.

Detailed Assessment Description

The tutorial presentation assessment task is an opportunity for you to engage with and explore different aspects of Hollywood cinema and share this work with others.

A variety of focused questions, debate topics, and themes for course topics weeks 2 -10 will be provided for you to choose from for your presentation. You will be required to submit short written notes on your presentation through Turnitin -- see Moodle for detailed information re format.

Time is set aside in tutorials for students to discuss presentation plans with other members of their group.

Assessment Length

approx 10 minute or equivalent if presenting in an approved other form (plus additional time allocated for discussion)

Submission notes

Presentation notes to be submitted on Turnitin on the day of the presentation in format outlined on Moodle.

Assessment information

This assessment task is individually assessed, however, because each presentation will be part of a group presenting on a particular topic, you will be *expected and required t*o consult with others in your class and group working on the same topic. Further information is available on Moodle, including the marking rubric and submission guidelines

Assignment submission Turnitin type

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Generative AI Permission Level

No Assistance

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Essay

<u>Assessment Overview</u>

1500 words. The research essay asks students to investigate at least one of the key topics showcased in lectures and tutorials by reviewing all relevant course materials, undertaking both independent research and close analysis of chosen films. Work will be assessed according to five criteria: critical thinking skills, research skills, skills in writing, argumentation and academic scholarship.

Feedback via LMS

<u>Course Learning Outcomes</u>

- CLO1 : Identify key features of contemporary and classical Hollywood cinema and conventions of classical Hollywood narrative
- CLO2 : Identify some of the technological, political, social and economic factors that have shaped the history of Hollywood cinema
- CLO3 : Perform basic skills in analysing and paraphrasing scholarly texts in film studies.

<u>Detailed Assessment Description</u>

Essay questions will be provided and time set aside in tutorial classes to discuss each question.

<u>Assessment Length</u>

1500

<u>Submission notes</u>

Only ONE submission allowed

<u>Assessment information</u>

Further information will be available via Moodle.

<u>Assignment submission Turnitin type</u>

This assignment is submitted through Turnitin and students do not see Turnitin similarity reports.

<u>Generative AI Permission Level</u>

No Assistance

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General Assessment Information

In order to pass this course, ALL assessment tasks must be attempted.

For all other assessment information please see Moodle.

Grading Basis

Standard

Requirements to pass course

In order to pass this course, ALL assessment tasks must be attempted.

A student needs to have a mark of 50 or greater.

A student needs to have attended 80% of classes, unless they have documentation (for example a Doctor's Certificate or similar) or Equitable Learning Adjustments for attendance.

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 9 September - 15 September	Lecture	INTRODUCTION TO THE COURSE: WHY STUDY HOLLYWOOD?
Week 2 : 16 September - 22 September	Lecture	CLASSICAL HOLLYWOOD CINEMA AND THE "PRODUCTION CODE"
Week 3 : 23 September - 29 September	Lecture	UNDERSTANDING THE CLASSICAL HOLLYWOOD STYLE
Week 4 : 30 September - 6 October	Lecture	THE HOLLYWOOD STAR SYSTEM
Week 5 : 7 October - 13 October	Lecture	POSTWAR HOLLYWOOD CINEMA: THE COLD WAR, THE IMPACT OF TELEVISION, AND THE RISE OF "BIG SCREEN" CINEMA
Week 6 : 14 October - 20 October	Homework	Flex week - No classes for week 6
Week 7 : 21 October - 27 October	Lecture	HOLLYWOOD IN THE 1960s and 1970s: PART 1 -- BLAXPLOITATION CINEMA
Week 8 : 28 October - 3 November	Lecture	HOLLYWOOD IN THE 1960s and 1970s PART 2: THE HOLLYWOOD RENAISSANCE
Week 9 : 4 November - 10 November	Lecture	HOLLYWOOD IN THE 1980s and 1990s: BLOCKBUSTERS and INDIE CINEMA, AND EVERYTHING IN BETWEEN
Week 10 : 11 November - 17 November	Lecture	HOLLYWOOD CINEMA TODAY

Attendance Requirements

School of the Arts and Media mandatory attendance requirements

The School of the Arts and Media recognizes that to equip students with UNSW Graduate

Capabilities to be Scholars, Professionals, Leaders, and Global Citizens, it is vital to ensure regular attendance. Only through ongoing engagement with peers can students develop effective skills to communicate, collaborate with, and lead others, including the ability to negotiate cultural differences and the awareness to act ethically and respectfully around others. Furthermore, only in the classroom will students be able to voice their opinions, hear those of others, engage in debate to develop their knowledge, and learn first-hand from world experts in their field of study.

The School has a minimum attendance requirement of 80% for all non-lecture classes (tutorials, seminars, workshops, etc). **Failure to meet the minimum attendance requirement will result in an Unsatisfactory Fail (UF) for the course regardless of performance on assessment tasks or other requirements for the course.**

A student may be advised by the Course Convenor to withdraw from the course if they have already missed more than 20% of classes by the term census date. Students may also be refused final assessment if they have not met attendance requirements at the end of term.

An artefact of student attendance will be recorded by tutors and kept by the School. If a student has legitimate, documented explanation for absences (including adjustments provided by Equitable Learning Plans), the Course Convenor may choose to prescribe supplementary tasks in lieu of attendance.

Mandatory attendance requirements for SAM courses are aligned with these Program Learning Outcomes:

Bachelor of Arts (3409)

4. Collaborate effectively with others and engage sensitively with diverse cultural perspectives.

5. Communicate and debate complex ideas in a range of different contexts using a variety of suitable media.

8. Act ethically, respectfully and responsibly.

Bachelor of Media (3341)

2. Critically analyse the evolving media landscape in relation to historical, social, political, material and theoretical contexts, including settler colonialism

5. Deploy a critically informed approach to ethics, justice, and social engagement in media

practices, industries, and contexts.

7. Collaborate effectively with local and international communities of practitioners across media contexts.

Bachelor of Fine Arts (4830)

4. Communicate complex ideas about art and culture using coherent methods for a variety of audiences.

6. Contribute to contemporary creatives fields through self-reflexive, ethical, and sustainable practices that incorporate principles of equity, diversity, and inclusion.

7. Employ professional practice principles to realise independent and collaborative initiatives.

Master of Communication and Journalism (8232)

4. Investigate and analyse issues and, through a range of media, articulate their complexities to a range of specialist and non-specialist audiences

6. Act ethically, respectfully, and responsibly in the context of professional and regulatory frameworks

7. Collaborate effectively with others

Master of Public Relations and Advertising (8281)

4. Shape nuanced, media-aware communication strategies and tactics for a range of specialist and non-specialist audiences

6. Act ethically, respectfully, and responsibly in the context of professional and regulatory frameworks

7. Collaborate effectively with others

General Schedule Information

Please see Moodle

Course Resources

Prescribed Resources

Moodle is the main resource for this course: Please be sure to familiarise yourself with the website for the course before your first class

Lecture slides and Lecture recordings will be available on Moodle, as will further details about weekly readings and the opportunity to upload your assignment and course essay on Turnitin.

Film screenings take place on campus, and films will also be available to view through the course Leganto on Moodle

All tutorial readings can be downloaded from Moodle or through the Leganto link for each week.

Additional library books can be accessed through the Leganto links on Moodle

Recommended Resources

John Belton, American Cinema/American Culture, McGraw Hill

Richard Maltby, Hollywood Cinema, Blackwell

Course Evaluation and Development

We value your feedback. This is gathered every year through the UNSW My Experience. Information gathered from this process is used to make continual improvements to the course.

For this year's course I have (re)introduced on campus screenings (while also providing access to film titles for streaming) as these have been very popular in the past and provide valuable opportunities for talking about the films and seeing them in a theatre. I have also revised the tutorial presentation assessment task (creating a range of research tasks and activities for your presentation) to create more opportunities for different interests and greater class discussion.

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	Jodi Brooks		Robert Webster Building	(02)9065802 8	email for consultations	Yes	Yes
Tutor	Jared Ziegler					No	No
	Carmel Fineg an					No	No

Other Useful Information

Academic Information

For essential student information relating to:

- UNSW and Faculty policies and procedures;
- Student Support Services;
- Student equity and disability;
- Special Consideration in the event of illness or misadventure;
- Examination information;
- Review of results;

Please see: https://www.unsw.edu.au/arts-design-architecture/student-life/resources-support/protocols-guidelines

Academic Honesty and Plagarism

Plagiarism is using the words or ideas of others and presenting them as your own. It can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement.

UNSW groups plagiarism into the following categories:

- Copying: Using the same or very similar words to the original text or idea without acknowledging the source or using quotation marks. This includes copying materials, ideas or concepts from a book, article, report or other written document, presentation, composition, artwork, design, drawing, circuitry, computer program or software, website, internet, other electronic resource, or another person's assignment without appropriate acknowledgement.
- Inappropriate paraphrasing: Changing a few words and phrases while mostly retaining the original information, structure and/or progression of ideas of the original without acknowledgement. This also applies in presentations where someone paraphrases another's ideas or words without credit and to piecing together quotes and paraphrases into a new whole, without appropriate referencing.
- Collusion: Working with others but passing off the work as a person's individual work. Collusion also includes providing your work to another student for the purpose of them plagiarising, paying another person to perform an academic task, stealing or acquiring another person's academic work and copying it, offering to complete another person's work or seeking payment for completing academic work.
- Inappropriate citation: Citing sources which have not been read, without acknowledging the "secondary" source from which knowledge of them has been obtained.
- Duplication ("self-plagiarism"): Submitting your own work, in whole or in part, where it has

previously been prepared or submitted for another assessment or course at UNSW or another university.

The UNSW Academic Skills support offers resources and individual consultations. Students are also reminded that careful time management is an important part of study. One of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting and proper referencing of sources in preparing all assessment items. UNSW Library has the ELISE tool available to assist you with your study at UNSW. ELISE is designed to introduce new students to studying at UNSW, but it can also be a great refresher during your study.

Completing the ELISE tutorial and quiz will enable you to:

- analyse topics, plan responses and organise research for academic writing and other assessment tasks
- effectively and efficiently find appropriate information sources and evaluate relevance to your needs
- use and manage information effectively to accomplish a specific purpose
- better manage your time
- understand your rights and responsibilities as a student at UNSW
- be aware of plagiarism, copyright, UNSW Student Code of Conduct and Acceptable Use of UNSW ICT Resources Policy
- be aware of the standards of behaviour expected of everyone in the UNSW community
- locate services and information about UNSW and UNSW Library

Use of AI for assessments

As AI applications continue to develop, and technology rapidly progresses around us, we remain committed to our values around academic integrity at UNSW. Where the use of AI tools, such as ChatGPT, has been permitted by your course convener, they must be properly credited and your submissions must be substantially your own work.

In cases where the use of AI has been prohibited, please respect this and be aware that where unauthorised use is detected, penalties will apply.

Use of AI for assessments | UNSW Current Students

Submission of Assessment Tasks

Assessment tasks must be submitted electronically via either Turnitin or a Moodle assignment. In instances where this is not possible, alternative submission details will be stated on your

course's Moodle site. For information on how to submit assignments online via Moodle: https://student.unsw.edu.au/how-submit-assignment-moodle

Late Submission Penalty

UNSW has a standard late submission penalty of:

- 5% per calendar day,
- for all assessments where a penalty applies,
- capped at five calendar days (120 hours) from the assessment deadline, after which a student cannot submit an assessment, and
- no permitted variation.

Students are expected to manage their time to meet deadlines and to request Special Consideration as early as possible before the deadline. Support with Time Management is available here.

Important note: UNSW has a "fit to sit/submit" rule, which means that if you sit an exam or submit a piece of assessment, you are declaring yourself fit to do so and cannot later apply for Special Consideration. This is to ensure that if you feel unwell or are faced with significant circumstances beyond your control that affect your ability to study, you do not sit an examination or submit an assessment that does not reflect your best performance. Instead, you should apply for Special Consideration as soon as you realise you are not well enough or are otherwise unable to sit or submit an assessment.

School-specific Information

Use of Recording Devices

"To protect privacy and intellectual property, the School of the Arts and Media prohibits the use of recording devices in class (including live translation apps) without the explicit permission of the tutor and other class members. Doing so will be considered a breach of the UNSW Code of Conduct and Values."

School Contact Information

School of the Arts and Media

Location: Room 312, Level 3 Robert Webster Building

Opening Hours: Monday -Friday, 9am - 5 pm

Email: sam@unsw.edu.au

Phone: +612 9385 4856

web: https://www.unsw.edu.au/arts-design-architecture/our-schools/arts-media