

## UNIVERSITI TEKNOLOGI MARA

## CTF113: APPLIED LANGUAGE

Course Code         CTF113           MQF Credit         3           Course Description         This course introduces students to the fundamental terms and concepts of the creative industrial jargon. Students are exposed to real know-how experience during a series of lectures from notable practitioners from the industry of theater, film/screenwriting and media. Students are given a few assignments in order to complete the course.           Transferable Skills         Demonstrate practical and contemporary knowledge of relevant professional, ethical and legal frameworks           Teaching Methodologies         Lectures, Blended Learning, Discussion, Presentation           CLO         CLO1         Identify significant terms and concepts used in the industry. CLO2         Explain the terms and concepts in reference to relevant examples. CLO3         Adapt the terms and concepts in producing quality work.           Pre-Requisite Courses         No course recommendations         Course and concepts in producing quality work.           Pre-Requisite Course outline breakdown         1.         Introduction to terminology and creative practice 1.2) Course outline breakdown         1.           2. Media in Malaysia 3.1) Introduction         3.         4.         4.         4.           3. Media in Malaysia 3.1) Introduction         5.         5.         5.         5.         5.         5.         5.         5.         5.         5.         5.         5.         5.         5.	Course Name (English)	APPLIED LANGUAGE APPROVED				
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and legal frameworks         Teaching Methodologies       Lectures, Blended Learning, Discussion, Presentation         CLO       CL01 Identify significant terms and concepts used in the industry. CL02 Explain the terms and concepts in reference to relevant examples. CL03 Adapt the terms and concepts in producing quality work.         Pre-Requisite Courses       No course recommendations         Topics       1.1 Introduction to terminology and creative practice 1.2) Course outline breakdown         2. Media and Communication 2.1) Introduction and types of Media       3.1         3.1 Introduction       4.1         4.1 Local and international media hype       5.5         5.2) Studio Jalan Ampas 5.2) Studio Merdeka       5.2         6.7) Film Business       6.1         6.1) Incater Performance 7.1) Theater Overview in Malaysia       5.1         7.1) Theater Overview in Malaysia       7.1         8.1) Introduction       8.2         8.1) Introduction       8.2         9.1) Creative management       9.2) Film & Studio Droduction         8.2) Film Business       7.1         9.1) Orceative management       9.2         9.1) Orceative management       9.2         9.1) Creative management       9.3) Event management		creative industrial jargon. Students are exposed to real know-how experience during a series of lectures from notable practitioners from the industry of theater, film/screenwriting and media. Students are given a few assignments in order to				
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	9.2) Film & Studio Pro 9.3) Event managem	oduction ent <b>ent</b>				

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## **11. Brief: Group Assignment** 11.1) introduction 11.2) Thesis statement

**12. Group Assignment** 12.1) title and content development

13. Group Assignment 13.1) Essay progress and Consultation

**14. Test** 14.1) Objective test based on film, theather, screen writing, Malaysia Film Issues & history and creative management.

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of							
Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO			
	Assignment	Ten pages essay based on the topics given. The topic is Malaysian Cinema, Traditional Theater, Music in theater performance or film production, Stage or production management & Public Relations in a TV station.	20%	CLO1			
	Assignment	Presentation. Students are required to present in groups for duration of 10 minutes	40%	CLO2			
	Quiz	Quiz	40%	CLO3			
Reading List	Recommended Text	Ligvid Bordwoll and Kristin Thompson 2012 Film art. An					
		Leo Braudy and Marshall Cohen, <i>Film theory a</i> 2009 Ed., Oxford University Press; Seventh Edi					
	William van der Heide 200, Malaysian Cinema, Asian Film Border Crossings and National Cultures, Amsterdam University Press						
	Reference Book Resources	• Chris Bilton 2008, <i>Management and Creativity:</i> <i>Industries to Creative Management</i> , first edition Wiley-Blackwell;		eative			

This Course does not have any article/paper resources

This Course does not have any other resources

Tobie S. Stein 2008, Performing Arts Management: A Handbook of Professional Practices, Allworth Press

Article/Paper List

**Other References**