UNIVERSITI TEKNOLOGI MARA

Course Name (English)	FILM AND DIGITAL CULTURES APPROVED
Course Code	CCI722

MQF Credit	3
Course Description	This course is comprised of two parts. The first part introduces students to important topics and issues pertaining to film or cinema as an influential, socio-cultural practice and institution. Among other topics that will be examined: film censorship, regulation and control; fandom, stardom and celebrity culture; national and transnational cinemas; and, film curatorship, festivals and activism. The second part examines how the internet, new media and digital technology have transformed cinematic forms and practices such as: questions of techniques and aesthetics; film production, exhibition and consumption; and, film archiving and preservation. In addition, the course explores several critical concepts such as media convergence, participatory culture, and the democratisation of film, among others.

Transferable Skills	Critical Thinking, Discourse and Communication, Writing and Researching

Teaching Methodologies	Lectures, Seminar/Colloquium, Presentation

CLO	CLO1	Analyse different topics and issues related to cinema as influential, socio-cultural practice and institution, from questions of censorship to concepts of stardom and fandom.
	CLO2	Critically evaluate the ways in which the cinematic culture and landscape have evolved in the wake of digital technologies.

Pre-Requisite Courses	No course recommendations

Topics
1. Introduction to Cinema/Film Culture; Digital Culture. 1.1) Studio system and independent productions.
2. Film Business: Film as Cultural/Creative Industries. 2.1) Shaw Brothers (Studio).
3. Film Censorship, Regulation, and Control. 3.1) The legal definition of commercial filmmaking.
4. Fandom, Stardom, and Celebrity Culture. 4.1) Popular, mass, and pop cultures.
5. National and Transnational Cinemas. 5.1) Malaysian, Indonesian, and Singaporean cinemas.
6. Film Activism, Festival, and Curatorship. 6.1) Fim communities/clubs.
7. Technology and the Digital Film: Questions of Techniques and Aesthetics. 7.1) Digital media.
8. Film Production, Exhibition, and Consumption in the Digital Age. 8.1) Digital cultures and practices.
9. Film as Heritage: Film Archiving, Preservation and Digitisation. 9.1) Archiving digital cultural artefacts.
10. Post-film: Convergence and Participatory Culture. 10.1) Cultural convergence.

Faculty Name : FACULTY OF FILM, THEATRE AND ANIMATION

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Start Year : 2020

Review Year : 2020

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Group Project	In a small group, students need to produce a video essay about their finding of different topics and issues related to cinema as influential, socio-cultural practice and institution, from questions of censorship to concepts of stardom and fandom.	60%	CLO2
	Seminar	In a small group, students need to do a presentation about their finding of different topics and issues related to cinema as influential, socio-cultural practice and institution, from questions of censorship to concepts of stardom and fandom.	40%	CLO1

Reading List	Recommended Text	Shane Denson; Julia Leyda 2016, *Post-Cinema: Theorizing 21st-Century Film*, 7, REFRAME Books UK [ISBN: 9780993199639]
	Reference Book Resources	Rombes, N. 2017, *Cinema in the Digital Age*, Revised Ed., 50, Columbia University Press New York, Chichester [ISBN: 9780231167550]
		Gere, C. 2009, *Digital culture*, 2nd Ed., 7, Reaktion Books London [ISBN: 978186189388]
		McWhirter, A. 2016, *Film criticism and digital cultures: journalism, social media and the democratization of opinion*, 5, I.B. Tauris London, New York [ISBN: 9781784532840]
		Bollmer, G. 2018, *Theorizing digital cultures*, 3, Sage London, Thousand Oaks, New Delhi, Singapore [ISBN: 9781473966925]

Article/Paper List	Reference Article/Paper Resources	Moore, N. 2013, Censorship is., *Australian Humanities Review*, 54, 45-65 https://d1wgtxts1xzle7.cloudfront.net/31366932/AHR54_3_Moore.pdf?1370781093=&-response-content-disposition=inline%3B+filename%3DCensorship_Is.pdf&Expires=1617079079&Signature=XcROF2EyIMzFiaVm9h-SFCJxCJgMogg7l.Ju3L5X6ixXj8YYe-43tyK.06oR0P4Tert6a04l5Wcbw-bZcRrHQE8NLLv~sIy8ZLfDRI769RIF2GSeeoBkQwMnR9YdI8Jjwt6Fk58i.xxOFpKGcux7xjUeS~Ylusse7~Jf2gQM9ye0FoU04NBUz5W3iWCa-nMUWCYP98W9M3Gdtwh8lQGtmNqnR.FUnDBP-0RexXNhpiXOWQ9gc5KAZOZkBLjx7dED~QMWpdqUtCCg3R6OWQYS77YZE~4FZL29A1CFp6mOQ6.z5QRWfciWOcvGw9lVXcVeMVQqQeOCo5u.
		Islam, M. Z. 2019, Contemporary debate on freedom of speech and expression concerning film censorship laws in Malaysia, *Legal Network Series*, 1-21, 21 http://irep.iium.edu.my/77552/1/A_2019_1_LNS_cxlvii.pdf
		Pearson, R. 2010, Fandom in the digital era, *Popular Communication*, 8(1), 84-95 https://www.tandfonline.com/doi/pdf/10.1080/15405700903502346
		Higbee, W., & Lim, S. H. 2010, Concepts of transnational cinema: towards a critical transnationalism in film studies, *Transnational cinemas*, 1(1), 7-21 http://www.thedigitalsilkroute.com/images/references/transnational-film1.pdf
		Paramaditha, I. 2018, Q! Film Festival as cultural activism: Strategic cinephilia and the expansion of a queer counterpublic, *Visual Anthropology*, 31(1-2), 74-92 https://static1.squarespace.com/static/5de3654bf708ae5ab356ac7d/t/5e2531ae681004.7965f6c133/1579495859639/Q+Film+Festival+as+Cultural+Activism+Strategic+Cinephil.ia+and+the+Expansion+of+a+Queer+Counterpublic.pdf
		Loertscher, M. L., Weibel, D., Spiegel, S., Flueckiger, B., Mennel, P., Mast, F. W., & Iseli, C. 2016, As Film Goes Byte: The change from analog to digital film perception, *Psychology of Aesthetics, Creativity, and the Arts*, 10(4), 458–4 https://boris.unibe.ch/85005/1/As-Film-Goes-Byte_Loertscher-et-al_Manuscript_accepted_7-July-2016.pdf
		Salvador, E., Simon, J. P., & Benghozi, P. J. 2019, Facing disruption: the cinema value chain in the digital age, *International Journal of Arts Management* https://hal.archives-ouvertes.fr/hal-02300929/document

Other References	
	Video criterioncollection 2019, *Ousmane Sembène on Cinema as Activism*, YouTube https://www.youtube.com/watch?v=u9LP4nxo.mnc.
	Video Horton, M. 2017, *Digital Intermediate, and the Death of It - Christian Ellis* , YouTube https://www.youtube.com/watch?v=0vOl.qcGH.QJM.