



## UNIVERSITI TEKNOLOGI MARA

### CTF113: APPLIED LANGUAGE

<b>Course Name (English)</b>	APPLIED LANGUAGE <b>APPROVED</b>
<b>Course Code</b>	CTF113
<b>MQF Credit</b>	3
<b>Course Description</b>	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.
<b>Transferable Skills</b>	Demonstrate practical and contemporary knowledge of relevant professional, ethical and legal frameworks
<b>Teaching Methodologies</b>	Lectures, Blended Learning, Discussion, Presentation
<b>CLO</b>	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.
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Course Briefing</b> 1.1) Introduction to terminology and creative practice 1.2) Course outline breakdown	
<b>2. Media and Communication</b> 2.1) Introduction and types of Media	
<b>3. Media in Malaysia</b> 3.1) Introduction	
<b>4. Media Issues</b> 4.1) Local and international media hype	
<b>5. Malaysian Film History</b> 5.1) Studio Jalan Ampas 5.2) Studio Merdeka	
<b>6. Film Issues</b> 6.1) Screenwriting/Creative writing Script 6.2) Film Business	
<b>7. Theater Performance</b> 7.1) Theater Overview in Malaysia	
<b>8. Theater traditional</b> 8.1) Introduction 8.2) Types and Origin	
<b>9. Industry Management</b> 9.1) Creative management 9.2) Film & Studio Production 9.3) Event management	
<b>10. Stage Management</b> 10.1) Theater Production	

**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, theater, 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	<ul style="list-style-type: none"> <li>• David Bordwell and Kristin Thompson 2012, <i>Film art: An introduction</i>, McGraw-Hill Humanities</li> <li>• Leo Braudy and Marshall Cohen, <i>Film theory and criticism</i>, 2009 Ed., Oxford University Press; Seventh Edition edition</li> <li>• William van der Heide 200, <i>Malaysian Cinema, Asian Film: Border Crossings and National Cultures</i>, Amsterdam University Press</li> </ul>
	Reference Book Resources	<ul style="list-style-type: none"> <li>• Chris Bilton 2008, <i>Management and Creativity: From Creative Industries to Creative Management</i>, first edition Ed., Wiley-Blackwell;</li> <li>• Tobie S. Stein 2008, <i>Performing Arts Management: A Handbook of Professional Practices</i>, Allworth Press</li> </ul>

<b>Article/Paper List</b>	This Course does not have any article/paper resources
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<b>Other References</b>	This Course does not have any other resources
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