



UNIVERSITI TEKNOLOGI MARA

CTW223: GENRE STUDIES

Course Name (English)	GENRE STUDIES APPROVED
Course Code	CTW223
MQF Credit	3
Course Description	This course introduces students to the study of genre through popular cultural forms such as cinema and television, along with other media such as stage and literature. Generally, genre is an important concept or mechanism for film makers, scriptwriters, critics, industry decision makers as well as mass viewers, given the fact that each genre evolves from time to time. In this course, students will discuss popular genres and sub-genres based on film and literary theories, as well as their development. Students will also explore the ever changing attributes that constitute the type of genres that leads to the continuing debates on their definitions. In addition, students will also be exposed to the knowledge of writing and pitching of storytelling idea and treatment based on their chosen genres.
Transferable Skills	Demonstrate ability to identify and articulate self skills, knowledge and understanding confidently and in a variety of contexts; Demonstrate the ability to dream, imagine and visualize; Demonstrate ability to apply creative, imaginative and innovative thinking and ideas to problem solving.
Teaching Methodologies	Lectures, Blended Learning, Discussion, Presentation
CLO	CLO1 Recognize the different types of film genres and their characteristics CLO2 Develop visual media literacy (theme, mood, settings and format) by being acquainted with basic knowledge of film genres. CLO3 Practice critical and analytical skills when it comes to writing about and discussing film genres.
Pre-Requisite Courses	No course recommendations
Topics	
1. Introduction 1.1) Definitions and History Genre 1.2) Genre as Popular Cultural Form	
2. Overview of Popular Genres 2.1) From Literature, TV to Cinema	
3. Comedy 3.1) From Slapstick to Parody	
4. Drama 4.1) From Romance to Melodrama	
5. The Fantastic 5.1) From Horror to Sci - Fi	
6. The Action Cinema 6.1) From Martial Arts to War Films	
7. The Musical 7.1) From Theatre to Silver Screen	
8. Other Genres 8.1) From Road Movie to Film Noir	
9. Genre in the Cultural Context 9.1) From the Western to Wu Xia Pian	

10. Proposal & Idea Pitching 10.1) Topics from Week 1 to 9
11. Proposal & Idea Pitching 11.1) Topics from Week 1 to 9
12. Final Project Assessment 12.1) Oral Presentation
13. Final Project Assessment 13.1) Oral Presentation
14. Final Project Assessment 14.1) Oral Presentation

Assessment Breakdown	%
Continuous Assessment	60.00%
Final Assessment	40.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Students are required to write a supervised essay of 6-7 double-spaced pages (excluding cover page and references) focusing on one of the films screened on the course. They must claim and argue that the film belongs to a specific genre (or a combination of at least two genres) by discussing the genre's basic conventions (characteristics).	20%	CLO1 , CLO2 , CLO3
	Group Project	Students (divided into groups) are required to pitch an idea for a screenplay worth 20%, which will be based on a particular genre (generic framework) of their choice. In addition, each group must submit a proposal of 5-6 double-spaced pages which must include 1-2 page plot synopsis. The presentation should last 20 minutes, and then followed by a question-and-answer session.	20%	CLO1 , CLO2 , CLO3
	Written Report	Students are required to watch all films screened on the course (please refer to the course schedule). They are then required to choose four (4) films and write a review of each film in relation to its 'genre'. Each review should be about 2 double-spaced pages.	20%	CLO1 , CLO2

Reading List	Recommended Text	Reference Book Resources
	<ul style="list-style-type: none"> • Jennifer Fay and Justus Nieland 2010, <i>Film Noir</i>, Routledge Oxon & New York • Berry Keith 2007, <i>Film genre: from iconography to ideology</i>, Wallflower Press London • Claire Mortimer 2010, <i>Romantic Comedy</i>, Routledge oxon & New York • Brigid Cherry 2009, <i>Horror</i>, Routledge New York 	<ul style="list-style-type: none"> • Barry Langford 2005, <i>Film Genre: Hollywood & Beyond</i>, Edinburgh University. Press Ltd.
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	