



The University of Southern Queensland

Course specification

The current and official versions of the course specifications are available on the web at <http://www.usq.edu.au/coursespecification/current>.
Please consult the web for updates that may occur during the year.

Description: OzFilm: Image and Industry

| Subject | Cat-nbr | Class | Term | Mode | Units | Campus |
|---------|---------|-------|---------|------|-------|-----------|
| CMS | 4006 | 91174 | 2, 2009 | WEB | 1.00 | Toowoomba |

| | |
|-----------------------------------|--------|
| Academic group: | FOART |
| Academic org: | FOA003 |
| Student contribution band: | 1 |
| ASCED code: | 100700 |

STAFFING

Examiner: Kelly McWilliam
Moderator: Brian Musgrove

REQUISITES

Pre-requisite: Students must be enrolled in one of the following Programs: BAHN or GCPF or GDCM or MPCM

SYNOPSIS

CMS4006 OzFilm: Image and Industry is a course in the Master of Professional Communication (Communication & Media Studies), and in the Bachelor of Arts (Honours) degree. The course offers text and industry studies of Australian mainstream films from the pioneering period of the late 1800s to the present day, with special emphasis on the so-called "New Wave" period of Australian cinema in the 1970s and 1980s. The course theorises Australian cinema as expressing cultural iconicities that are frequently in commercial competition with foreign - especially Hollywood - films. The Australian cinema industry is also theorised as a political economy of a focal culture industry that addresses both national and international - especially European and North American - film markets. The course thereby critically examines both textual and institutional issues in the context of the perennial Australian dream of a robust, critically respectable and commercially profitable national cinema.

OBJECTIVES

On completion of this course students will be able to:

1. Define and discuss critically the intertwining creative and financial problems of the historical Australian film industry
2. Identify and discuss critically the theoretic, industrial and contextual origins of Australian New Wave cinema
3. Conduct textual analyses of New Wave Australian films.

TOPICS

| Description | Weighting (%) |
|--|---------------|
| 1. Defining and delimiting the term "OzFilm" in its historical antecedents and contexts, in terms of textual and institutional factors | 30.00 |
| 2. Creating Australian cinema: image, industry and text | 40.00 |
| 3. The political economy of Australian films since the New Wave. | 30.00 |

TEXT and MATERIALS required to be PURCHASED or ACCESSED

ALL textbooks and materials are available for purchase from USQ BOOKSHOP (unless otherwise stated). Orders may be placed via secure internet, free fax 1800642453, phone 07 46312742 (within Australia), or mail. Overseas students should fax +61 7 46311743, or phone +61 7 46312742. For costs, further details, and internet ordering, use the 'Textbook Search' facility at <http://bookshop.usq.edu.au> click 'Semester', then enter your 'Course Code' (no spaces).

REFERENCE MATERIALS

Reference materials are materials that, if accessed by students, may improve their knowledge and understanding of the material in the course and enrich their learning experience.

ASSESSMENT DETAILS

| Description | Marks out of | Wtg (%) | Due date |
|--------------------|--------------|---------|-----------------------------|
| ESSAY 1 2000 WORDS | 100.00 | 40.00 | 04 Sep 2009 (see note 1) |
| ESSAY 2 4000 WORDS | 100.00 | 60.00 | 09 Oct 2009 (see note 2) |

NOTES

1. This assessment item relates to all of the Objectives.
2. This assessment item relates to Objectives 2 & 3.