Description: OzFilm: Image and Industry

<table>
<thead>
<tr>
<th>Subject</th>
<th>Cat-nbr</th>
<th>Class</th>
<th>Term</th>
<th>Mode</th>
<th>Units</th>
<th>Campus</th>
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<tr>
<td>CMS</td>
<td>4006</td>
<td>62844</td>
<td>1, 2007</td>
<td>ONC</td>
<td>1.00</td>
<td>Toowoomba</td>
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Academic group: FOART
Academic org: FOA003
Student contribution band: 1
ASCED code: 100700

STAFFING
Examiner: Bruce Horsfield
Moderator: Andrew Mason

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

<table>
<thead>
<tr>
<th>Description</th>
<th>Weighting (%)</th>
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<tbody>
<tr>
<td>1. Defining and delimiting the term &quot;OzFilm&quot; in its historical antecedents and contexts, in terms of textual and institutional factors</td>
<td>30.00</td>
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<tr>
<td>2. Creating Australian cinema: image, industry and text</td>
<td>40.00</td>
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<tr>
<td>3. The political economy of Australian films since the New Wave.</td>
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### 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.

OzFilm compilation of extracts on VHS cassette (issued with the external package which is to be purchased by on-campus students)
EbscoHost full text articles in the Library Databases

Additional sources: "The Celluloid Heroes" documentary series on the history of Australian cinema "The Cinema of Charles Chauvel" (64 mins) (AV791.43092, Cha) "Splendid Fellows (1934) and Australian History" (AV 791.430994 SPL) "The Pictures That Moved" documentary (AV791.430994 Pic) "The Bush Myth in Australian Films" (75 mins) (AV791.430994 Aus) "White Fellas Dreaming: A Century of Australian Cinema" (70 mins) (AV 791.4309 Cen) "Historical Research and "The Story of the Kelly Gang" (30 mins) (AV 791.4302 His) "Reading Australian Film" (AV 791.43023 Rea) "Jedda" (1954; Charles Chauvel) (AV 791.4372 Jed) "Eureka Stockade" (1946; director Harry Watt) (AV 791.4372 Chi) "Uncivilised" (1947; director Charles Chauvel) (AV 791.4372 Unc) "The Celluloid Heroes 1896-1996: Celebrating 100 years of Australian Cinema" (70 mins - also available as two CD-ROMS) (AV 791.430994 Cel) "The Sentimental Bloke" (1919; director Raymond Longford) (AV 791.4372 Sen)

Malone, Peter Australian cinema has come of age, *Media Development*, Issue 1, 1993, pp32-34. (Reading 9.2 in the CMS4006 Book of Readings.)

**STUDENT WORKLOAD REQUIREMENTS**

<table>
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<th>ACTIVITY</th>
<th>HOURS</th>
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<tr>
<td>Private Study</td>
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<td>Tutorials</td>
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## ASSESSMENT DETAILS

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<tr>
<th>Description</th>
<th>Marks out of</th>
<th>Wtg(%)</th>
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<tbody>
<tr>
<td>ESSAY 1 2000 WORDS</td>
<td>100.00</td>
<td>40.00</td>
<td>30 Apr 2007</td>
</tr>
<tr>
<td>(see note 1)</td>
<td></td>
<td></td>
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<tr>
<td>ESSAY 2 4000 WORDS</td>
<td>100.00</td>
<td>60.00</td>
<td>15 Jun 2007</td>
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<tr>
<td>(see note 2)</td>
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### NOTES

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

## IMPORTANT ASSESSMENT INFORMATION

1. **Attendance requirements:**
   - To satisfy course objectives students are strongly advised to participate in all seminars.
   - It is the students' responsibility to study all material provided to them or required to be accessed by them to maximise their chance of meeting the objectives of the course and to be informed of course-related activities and administration. For this course, normal class attendance consists of one 90 min seminar per week for 10 weeks.

2. **Requirements for students to complete each assessment item satisfactorily:**
   - To successfully complete an individual assessment item, a student must achieve at least 50% of the marks or a grade of at least C-. This statement must be read in conjunction with Statement 4 below.

3. **Penalties for late submission of required work:**
   - If students submit assignments after the due date without prior approval, then a penalty of 10% of the total marks available for the assignment will apply for each of the first FIVE working days late, after which a zero mark will be given.

4. **Requirements for student to be awarded a passing grade in the course:**
   - To be assured of a passing grade, students must demonstrate, via the summative assessment items, that they have achieved the required minimum standards in relation to the objectives of the course by: (i) satisfactorily completing the assignments; and (ii) obtaining at least 50% of the total weighted marks for all summative assessment items.

5. **Method used to combine assessment results to attain final grade:**
   - The final grades for students will be assigned on the basis of the aggregate of the weighted marks obtained for each of the summative assessment items in the course.

6. **Examination information:**
   - There is no exam for this course.

7. **Examination period when Deferred/Supplementary examinations will be held:**
   - Given the details under (6) above, there are no deferred exams for this course. However, if any deferred/makeup work is granted, it would have to be submitted by a date set by the examiner.

8. **University Regulations:**
   - Students should read USQ Regulations 5.1 Definitions, 5.6 Assessment, and 5.10 Academic Misconduct for further information and to avoid actions which might contravene University Regulations. These regulations can be found at the URL http://www.usq.edu.au/corporateservices/calendar/part5.htm
ASSESSMENT NOTES

9 (a) The due date for an assignment is the date by which a student must lodge the assignment at the USQ. (b) All Faculty of Arts assignments must be lodged in the Faculty Assessment Centre on the Ground Floor of Q Block no later than 12 noon on the due date. (c) In the event that a due date for an assignment falls on a local public holiday in their area, such as a Show holiday, the due date for the assignment will be the next day. Students are to note on the assignment cover the date of the public holiday for the examiner’s convenience. (d) Students must retain a copy of each item submitted for assessment. This must be despatched to USQ within 24 hours if requested by the Examiner. (e) In accordance with University’s Assignment Extension Policy (Regulation 5.6.1), the examiner of a course may grant an extension of the due date of an assignment in extenuating circumstances such as documented ill-health. (f) Students who have undertaken all of the required assessments in the course but who have failed to meet some of the specified objectives of the course within the normally prescribed time may be awarded the temporary grade: IM (Incomplete-Makeup). An IM grade will only be awarded when, in the opinion of the examiner, a student will be able to achieve the remaining objectives of the course after a period of non-directed personal study. (g) Students who, for medical, family/personal, or employment-related reasons, are unable to complete an assignment or sit for an examination at the scheduled time, may apply to defer an assessment in the course. Such a request must be accompanied by appropriate supporting documentation. One of the following temporary grades may be awarded: IDS (Incomplete - Deferred Examination; IDM (Incomplete Deferred Make-up); IDB (Incomplete - Both Deferred Examination and Deferred Make-up).