## Course Specifications

Valid as from the academic year 2019-2020

### Screen Culture and Analysis (K001311)

<table>
<thead>
<tr>
<th>Course size</th>
<th>Credits</th>
<th>Study time</th>
<th>Contact hrs</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>7.0</td>
<td>210 h</td>
<td>45.0 h</td>
</tr>
</tbody>
</table>

### Course offerings and teaching methods in academic year 2019-2020

<table>
<thead>
<tr>
<th>A (semester 1)</th>
<th>Dutch</th>
<th>guided self-study seminar: coached exercises</th>
<th>15.0 h</th>
<th>30.0 h</th>
</tr>
</thead>
</table>

### Lecturers in academic year 2019-2020

- **Biltereyst, Daniël**
- **PS01 lecturer-in-charge**

### Offered in the following programmes in 2019-2020

<table>
<thead>
<tr>
<th>Programmes</th>
<th>crds</th>
<th>offering</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master of Science in Teaching in Social Sciences (main subject Communication Science)</td>
<td>7</td>
<td>A</td>
</tr>
<tr>
<td>Master of Science in Communication Science (main subject Film and Television Studies)</td>
<td>7</td>
<td>A</td>
</tr>
<tr>
<td>Master of Science in Communication Science (main subject Journalism)</td>
<td>7</td>
<td>A</td>
</tr>
</tbody>
</table>

### Teaching languages

Dutch

### Keywords

- Screen culture, film and television analysis, mediated representation of societal issues, screen cultural industry, media production, representation, circulation and reception

### Position of the course

This course deals with the relationship between important social issues and screen culture (film, television and other 'screen media'). The course consists of two modules. The first module ('Social Issues and Screen Culture') deals with issues of the production, representation, circulation and reception of core social issues in and through audiovisual culture (e.g., sustainability, violence, racism). In this module, students work on their own research with a concrete case concerning a social issue. In addition to lectures, this course unit also includes plenary sessions with presentations and discussions.

The second module ('Screen Cultural Industries') consists of a series of seminars in which students, on the basis of both scientific literature and 'industry literature' (yearbooks, policy reports, etc.), examine particular parts of the screen cultural industry with the aim of building a bridge to, and enter into discussion with, the professional field. Students are actively involved in the search for and processing of literature, contacting representatives of the (sub) sectors, and the organization of the seminars. The Media Innovation Week that is organized at the Communication Sciences department, is an integral part of this course.

Given its focus upon the relationship between screen culture and contemporary social issues this course aims at 'Community Service Learning'.

### Contents

This course consists of three blocks:

1. **Aim, Organisation and Mapping the Field**
   - Introduction about the aim, design and organization, as well as a contextualization of the two modules in the academic field of film, television and screen studies.

2. **Module 'Screen Cultural Industries'**
   - This module consists of a series of seminars on specific components of the screen industry (e.g., documentary sector, digital distribution, traditional operating sector), each seminar consisting of an internal discussion of the state of affairs of major issues within this sub-sector, followed by a discussion with representative(s) of that sector. Students...

(Approved)
take various activating roles in these seminars (eg rapporteur, organizer, ...).

3. Module 'Social Issues and Screen Culture'

This module consists of a research assignment (two students), in which the students make a scientific work on a central issue (paper / video-essay). The aim is to critically evaluate complex issues surrounding the relationship between audiovisual media and society and to be able to take a personal, research-based assessment of it. In a series of plenary sessions, students present their research findings in thematic or research-based clusters. These individual (two students) and group presentations result in discussions led by the lecturer. In this way, students must also be able to communicate orally and reflect on important communication science and socially relevant issues. The basic material mainly consists of English and French literature. Prior to these sessions, students are expected to consult on the presentation and discussion about their cluster. The discussion should also make students aware of the ethical and social role of media and communication.

Initial competences

It is highly recommended to attend the lectures of the educational component ‘History and Aesthetics of Film’.

Final competences

1. Knowledge and critical analysis of the social and cultural importance, role and influence of film and television, with the emphasis on textual analysis (messages), the production and reception of it.
2. Being able to involve other related to communication sciences sciences, especially sociology, economics and political science, to scrutinize complex scientific issues concerning audiovisual communication media.
3. Being able to involve mainly qualitative research methods to scrutinize complex issues in communication sciences, especially in regard to audiovisual media.
4. Be able to critically evaluate new developments in the field of film and television analysis.
5. To contribute to a thorough understanding of audiovisual production.
6. Be able to identify, operationalize, implement independently and to report critically and knowledgeably on new and original social issues around a specific subject, through communication research.
7. Be able to develop and implement a specific research design.
8. Be able to critically evaluate and apply various research methods within the field of film and television studies.
9. Be able to critically evaluate complex issues of film and television studies and to make a personal, research-based assessment.
10. Be able to reflect self-critically on learning, plans and actions of oneself and by others, in particular in the context of group presentations and discussions.
11. Be able to reflect on important scientific communication and socially relevant issues, both in writing and orally, and in particular within film and television studies, on the basis of mainly English and French literature.
12. Being able to acquire new communication scientific knowledge prior to the lectures and group discussions through independent study.
13. To be able to consult on the presentation and discussion of the issues raised.
14. - Raising awareness of the ethical and social role of film and television.
15. - Being able to report their findings in alternative work forms (video essays, curation seminars, organization discussions ...).

Conditions for credit contract

Access to this course unit via a credit contract is determined after successful competences assessment.

Conditions for exam contract

This course unit cannot be taken via an exam contract.

Teaching methods

Guided self-study, lecture, self-reliant study activities, lecture: plenary exercises, seminar: coached exercises.

Extra information on the teaching methods

1. Lectures: introduction with mapping both modules within the field of film, television and screen studies.
2. Lectures with plenary sessions, viewing sessions, and discussion: interactive lectures with plenary discussions on recent, important research methods in film and television, with group discussions and analysis.
3. Paper and/or video-essay: an individual research paper (and/or video-essay), where students write a scientific paper (or makes a video-essay) on a specific issue.
4. Plenary sessions, microteaching: plenary sessions where students present the results of their research in thematic or methodological clusters. These thematic research presentations result into groups discussions.

(Approved)
5. Guided independent study: feedback sessions with students on their assignment within modules 1 and 2.

Learning materials and price
- Reading material and slides (made available through Ufora)

References

Course content-related study coaching
- Teaching assistant

Evaluation methods
- end-of-term evaluation and continuous assessment

Examination methods in case of periodic evaluation during the first examination period
- Oral examination

Examination methods in case of periodic evaluation during the second examination period
- Oral examination

Examination methods in case of permanent evaluation
- Participation, assignment

Possibilities of retake in case of permanent evaluation
- Examination during the second examination period is possible in modified form

Extra information on the examination methods
- Oral exam going into the student’s understanding of:
  - the reading material in the syllabus,
  - insights coming from the lectures,
  - concepts and methods of film/tv-analysis,
  - feedback and discussion of the individual paper.

Paper:
- written paper and/or video-essay

Attitude during presentation, discussion, lectures:
- quality of the individual presentation,
- participation during discussions and lectures.

Calculation of the examination mark
- Combination of periodical and non-periodical evaluation:
  - 70 % non-periodical,
  - 30 % periodical.
- Non-periodical: Independent work (individual); participation during plenary discussion.
- Periodical: Oral exam with open questions.
- Participation in non-periodical evaluation is required to be admitted to the written exam.