

FLM353 Video on Demand: From Netflix to Disney Plus

Level: 3

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JULY

Synopsis:

FLM353 Video on Demand: From Netflix to Disney Plus looks at what happens to film in an era when audiences are watching movies through streaming services, on their laptops, or even on their phones. How does the movie experience change when filmmakers have access to a wide range of digital technologies to tell new and innovative stories? This course invites students to engage with these questions. Students will learn about the political, economic, social, and technological changes that are rapidly changing the movie industry as we know it. The course begins by defining digital delivery and offering a description of how digital tools are creating more fragmented and individualised viewing experiences. Students will also engage with the role of 3D cinema in expanding studio control over film distribution. In addition, the course will focus on the role of advertising discourse and social media in shaping the reception of Hollywood films. The role of digital cinema in fostering independent and documentary filmmaking will also be considered. The course concludes with an exploration of emerging trends in digital cinema.

Topics:

- Introduction to Media Industries, Accelerated Movie Cultures, and Platform Mobility
- Coming Soon to a Computer Near You
- Restricting and Resistant Mobilities
- Make Any Room Your TV Room
- Breaking Through the Screen: 3D, Avatar, and the Future of Moviegoing
- Redbox vs. Red Envelope, or Closing the Window on the Bricks-and-Mortar Video Store
- The Twitter Effect
- Indie 2.0: Digital Delivery, Crowdsourcing, and Crowdfunding
- Reinventing Festivals

Textbooks:

By Chuck Tryon.: On Demand Culture: Digital Delivery and the Future of Movies. (eText) eISBN: 9780813561110 Publisher: Rutgers UP
ISBN-13: 0813561110

Learning Outcome:

- Demonstrate a keen awareness of some of the social, economic, political, and technological factors that are driving changes and/or trends in the streaming industry.
- Analyse key case studies of distribution, exhibition, and promotional practices in streaming.
- Examine the role of social media and advertising discourse in shaping perceptions of streaming.
- Formulate cohesive evaluations of different models of streaming.
- Prepare an informed response on the role of digital technologies in reshaping the film and television industry.
- Use relevant information from multiple sources to write a considered response on streaming.

Assessment Strategies (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	TUTOR-MARKED ASSIGNMENT 1	25
	TUTOR-MARKED ASSIGNMENT 2	25
Overall Examinable Components	ECA	50
Total		100