



UNIWERSYTET
IM. ADAMA MICKIEWICZA
W POZNANIU

European film market

Educational subject description sheet

Basic information

Study programme Kulturoznawstwo (English programme) Speciality - Organizational unit Faculty of Anthropology and Cultural Studies Study level Second-cycle programme Study form Full-time Education profile General academic		Didactic cycle 2023/24 Subject code 20KENS.24K.04442.23 Lecture languages English Course type Obligatory Block Major subjects
Subject coordinator	Marcin Adamczak	
Lecturer	Marcin Adamczak	
Period Semester 3	Activities and hours • Classes: 30, Graded credit	Number of ECTS points 4

Goals

Code	Goal
C1	The purpose of the course is to examine market and institutional mechanisms of European film market.

Subject learning outcomes

Code	Outcomes in terms of	Learning outcomes	Examination methods
Knowledge - Student:			

Code	Outcomes in terms of	Learning outcomes	Examination methods
W1	Knows the processes at contemporary film market in Europe (such as hegemony of Hollywood studios, role of the film festivals, European counterstrategies to Hollywood etc.)	KEN_K2_W02	Project
W2	Knows the methods necessary to analysis of film market (measuring the volume of production, market share, international impact).	KEN_K2_W09	Project
Skills - Student:			
U1	is able to use the knowledge about the market at various practices (producing content, organizing film festival, working in distribution or exhibition sector).	KEN_K2_U05	Project
Social competences - Student:			
K1	is ready to discuss the contemporary phenomenons at film market.	KEN_K2_K04	Project

Study content

No.	Course content	Subject learning outcomes	Activities
1.	Global Hollywood: changes on the film market after 1980.	W1	Classes
2.	Double logics of film-making. Hollywood model: film as a product.	W2	Classes
3.	Double logics of film-making. European model: film as an art.	W2	Classes
4.	"Asterix strategy" as European counterstrategy to global Hollywood.	W2	Classes
5.	"Do nothing option" as European counterstrategy to global Hollywood.	W2	Classes
6.	Bandwagon strategy as European counterstrategy to global Hollywood.	W2	Classes
7.	The role of film festivals as source of non-financial capitals for European film industries.	U1	Classes
8.	Chinese film market: prospects of impact for global and European film industries.	K1	Classes
9.	Development of Indian film market as opportunity to cooperate with Europe.	K1	Classes
10.	Streaming platforms in Europe.	W1, K1	Classes

Additional information

Activities	Teaching and learning methods and activities
Classes	Lecture with a multimedia presentation of selected issues

Activities	Credit conditions
Classes	Preparation of a project Very good (bdb; 5,0): the student achieved the intended learning outcomes in accordance with the A grade standards Good plus (+db; 4,5): the student achieved the intended learning outcomes in accordance with the B grade standards Good (db; 4,0): the student achieved the intended learning outcomes in accordance with the C grade standards Satisfactory plus (+dst; 3,5): the student achieved the intended learning outcomes in accordance with the D grade standards Satisfactory (dst; 3,0): the student achieved the intended learning outcomes in accordance with the E grade standards Unsatisfactory (ndst; 2,0): F Grade - the have not achieved the intended learning outcomes

Literature

Obligatory

1. T. Miller, The Contemporary Hollywood Reader, London 2009.
2. T. Schatz, The Studio System and Conglomerate Hollywood, in: P. McDonald, J. Wasko (eds), The Contemporary Hollywood Film Industry, Oxford 2008.
3. M. de Valck, Film Festivals: From European Geopolitics to Global Cinephilia, Amsterdam 2007.

Optional

1. T. Elsaesser, Film Festivals Networks: the New Topographies of Cinema in Europe, in: T. Elsaesser, European Cinema: Face to Face with Hollywood, Amsteram 2005.

Calculation of ECTS points

Activities	Activity hours*
Classes	30
Preparation for classes	20
Reading the indicated literature	30
Preparation of a project	40
Student workload	Hours 120
Number of ECTS points	ECTS 4

* academic hour = 45 minutes

Efekty uczenia się dla kierunku

Kod	Treść
KEN_K2_K04	The graduate is ready to perceive contradictions, propose solutions and formulate opinions on views, concepts, positions and cultural policies that are becoming popular
KEN_K2_U05	The graduate can use the information on the work of contemporary cultural organisations and institutions in Poland and abroad, start cooperation with them that would allow to propose new cultural initiatives and projects
KEN_K2_W02	The graduate knows and understands terminology and concepts concerning relations and processes occurring in culture, which the graduate is able to apply to describe cultural practices
KEN_K2_W09	The graduate knows and understands the issue of media (including terminology, theories and methodology) at an advanced level, which the graduate is able to use creatively and update on their own