

Course Syllabus

- 1. Program of Study** Bachelor of Arts
(Animation/Film/Television Production)
Faculty/Institute/College Mahidol University International College
- 2. Course Code** ICEM 101 **Course Title** Media Production
- 3. Number of Credits** 4 (Lecture/ lab) (4-0)
- 4. Prerequisite(s)** None
- 5. Type of Course** Entertainment Media Core Course
Required for Minor in Entertainment Media
- 6. Trimester / Academic year** First Trimester / Year I

7. Course Description

Introduction to the modern entertainment industry, world wide: study of the production process of mass media from an historical point of view, concentrating on the moving image (movies and tv); roles of the media producer throughout over the history of modern mass media disseminated via moving images.

8. Course Objective(s)

After completing this course, students will be able to:

1. have an increased knowledge of the historical development of mass media;
2. identify the unique and similar qualities of various moving image modes of expression through a comparative historical analysis;
3. apply this historical information to their media course of studies and their own audio visual production.

9. Course Outline

Week	Topic		Instructor
	Lecture	Hour	
1	Importance of study of history and methods in historical analysis, a conception of "entertainment" in the modern world; overview of world entertainment industries from 1895 to the present. Students' goals orientation quiz. Discussion of student career goals. Read 1*. Screening of <i>CITIZEN KANE</i> .	4	
2	Field trip to Kantana Studios, lecture on the company history as a case study.	4	

3	Origins of the moving image: Edison, Lumiere, Melies.	4	
4	The Studio Era: motion pictures become an industry.	4	
5	The emergence of history of television: emphasis on unique social uses.	4	
6	The development of animation and contemporary uses. Why do animation?	4	
7	Crucial issues in entertainment media study: aesthetic, technological, and social-economic. Review for examination.	4	
8	Mid-Term Examination. Afternoon field trip to ITV studios, lecture on television production history.	4	
9	The Hollywood film 1960-1980.	4	
10	Motion Pictures in Europe and Asia 1960-1980.	4	
11	Contemporary moving image history, including the merging of film with television, creation of conglomerates, and globalization of the moving image.	4	
12	Final exam	4	
	Total	48	

10. Teaching Method(s)

Lecture, discussion, and field trips

11. Teaching Media

Texts, handouts, and PowerPoint presentations

12. Measurement and evaluation of student achievement

Assessment is made from the criteria of A, B+, B, C+, C, D+ and D

13. Course evaluation

Mid-term exam	50%
Final exam	50%

14. Reference(s)

Albarran, A. (1997). *Management of Electronic Media*. California, Wadsworth.

Altman, R. (2002). *Film/ Genre*. London, BFI Publishing.

Casey, B., Casey, N., Calvert, B., French, L. and Lewis, J. (eds). *Television Studies: The Key Concepts*. London and New York, Routledge.

Mast, G., Kawin, B. (2006). *Short History of the Movies*. Pearson.

Pavese, E. and Henry, J. (eds.) (1998). *TV Mania: A Timeline of Television*. New York, Abram

Rayner, P., Wall, P. and Krugger, S.(eds.) (2001). *Media Studies: The Essential Introduction*. London and New York, Routledge.

Resnik, G. and Trost, G. (eds.) (1996). *All You Need to Know about the Movie and TV Business*. New York, Fireside.

Wells, P (2002). *Animation: Genre and Authorship*. London and New York, Wallflower Press.

15. Instructor(s)

TBA

16. Course Coordinator

Asst. Prof. Panadda Thanasatit