

SCR601 : Genre Analysis (CFS)

Status	Approved
Module Name	Genre Analysis (CFS)
Module Code	SCR601
Credit Value	30
Level	6
Pre-requisites	
Named Module Leader	Marshall, Kingsley

Module Aim

Genre analysis will provide students with the full understanding of the codes, conventions and themes that underpin the concept of genre.

Summary Module Description

This module will explore the conventions and themes of various genres via seminars, workshops, close textual analysis and student presentations to explore how these elements are applied to screenwriting.

A familiarity with film genre gives the screenwriter the tools that make the world of their story believable. Genre is an important component of screen language and as a screenwriter, having an extensive vocabulary is essential for storytelling. Understanding the roots of each genre enables the screenwriter to engage its audience fanbase, subvert and reinvent into unfamiliar territory and unblock many areas of the screenwriter's process.

Module-Specific Employability Skills

The module will offer you an opportunity to practice the following specific skills that can be used in professional settings in film, television and creative industries.

Industry & Business Knowledge: You will develop an ability to recognise and apply relevant terminologies, formats, technologies and processes to your creative practice or evaluation of others' work.

Critical Thinking & Analysis: You will develop an ability to look below the surface of film and television, make connections and reflect on different social and creative perspectives. Through this process, you will build a more profound understanding not only of film and television but also of values and attitudes in contemporary global societies that influence what you see on the screen.

Expanded Worldview: You will appreciate a range of diverse creative practices and modes of expression. You will also develop social and political sensitivity, especially regarding representation.

Problem Solving and Innovation: You will grow your capability to logically and critically evaluate current screenwriting practices and develop an innovative creative style by applying conceptual models to practical challenges.

Collaboration and Team Working: You will develop a positive attitude when working with others in a respectful, organised and collaborative manner.

Organisation: You will advance your project and time management skills.

Entrepreneurial skills: You will learn to identify and take advantage of professional and personal opportunities. You will develop your business awareness and understand what effort is required should you choose to work as a freelancer.

Communication skills: You will practice an ability to articulate your ideas in writing and speech in a coherent and clear manner that can be understood by non-specialist audiences.

Personal Development: You will be advised on how to define your priorities, manage your time effectively, develop an understanding of personal strengths and weaknesses and find ways of responding to constructive criticism and feedback. Your ability to forge productive relationships with others and to understand the essential elements of how creativity is fostered in team environments will go on to support you and your ambitions in your academic career and beyond.

Learning Outcomes

LO #	Learning Outcome Name	Learning Outcome Description	Assessment Criteria Category
BASCWASFU01 BA(Hons) Screenwriting (2 year) - CFS v1.1			
1	Technical	Evaluate ideas, creative elements, processes and techniques appropriate to a project	None

2	Collaboration	Evaluate constructive relationships and work effectively in the conception and delivery of a team project	COLLABORATION
3	Communication	Evaluate professional communication and presentation skills	None
4	Professionalism	Evaluate self-management skills and set priorities for personal and professional progression	None
5	Research	Evaluate research, resources and methodologies that inform a project	RESEARCH
6	Analysis	Evaluate and analyse specialist information and practices and formulate reasoned arguments	ANALYSIS
7	Innovation	Evaluate problem solving techniques, independent enquiry, practice and experimentation in the realisation of a project	None
8	Industry	Evaluate industry vocabulary and knowledge to enable you to present your work and support your engagement with the commercial marketplace	None

BASCWISFU01 BA(Hons) Screenwriting with Integrated Foundation Year (3 years) - CFS v1.1

1	Technical	Evaluate ideas, creative elements, processes and techniques appropriate to a project	None
2	Collaboration	Evaluate constructive relationships and work effectively in the conception and delivery of a team project	COLLABORATION
3	Communication	Evaluate professional communication and presentation skills	None
4	Professionalism	Evaluate self-management skills and set priorities for personal and professional progression	None
5	Research	Evaluate research, resources and methodologies that inform a project	RESEARCH
6	Analysis	Evaluate and analyse specialist information and practices and formulate reasoned arguments	ANALYSIS
7	Innovation	Evaluate problem solving techniques, independent enquiry, practice and experimentation in the realisation of a project	None

8	Industry	Evaluate industry vocabulary and knowledge to enable you to present your work and support your engagement with the commercial marketplace	None
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Assessment Methods

Assessment Method	Description of Assessment Method	%	Learning Outcomes Assessed	Compulsory or Compensatable
PW	Presentation	100	CLO: 2 , 5 , 6 , 2 , 5 , 6	Compulsory

The following codes for assessment methods apply

PW	Presentation of Work
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Modes of delivery

Module Target Learner Hours: 300	
Activity	Hours
Lecture	36
Seminar	24
Tutorial	3
Project supervision	12
Guided independent study	225

Indicative list of resources

Reading List

DANCYGER, K. and RUSH, J. 1991. **Alternative Scriptwriting: Rewriting the Hollywood Formula: Successfully Breaking the Rules.** 4th edition. London: Focal Press.

GRANT, R. 2013. **Writing the Science Fiction Film.** New York & London. Routledge.

HICKS, N. 2002. **Writing the Thriller Film: Terror Within.** US: Michael Wiese.

MERNIT, B. 2001. **Writing the Romantic Comedy.** US: HarperCollins

ROSENTHAL. A. 2014. **Writing Biopics and Docudramas.** Studio City: Michael Wiese.

SELBO, J. 2007. **Film Genre for the Screenwriter.** New York & London. Routledge.

SARNO, G. 2006. *The Thriller: Scripting Seat-Gripping Suspense*. US: iUniverse Inc.

WHITCOMB, C. 2017. *The Heart of the Film: Writing love stories in Screenplays*. New York & London. Routledge.

Refer to the Module Guide for a range of up-to-date resources e.g. films, scripts, journal articles, websites and podcasts.

Named Awards

Course
BASCWASFU01 BA(Hons) Screenwriting (2 year) - CFS
BASCWISFU01 BA(Hons) Screenwriting with Integrated Foundation Year (3 years) - CFS