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Abstract

Fourth Annual Journal of Media Practice Symposium
Media Practice and Its Field
20th June 2008

Title: Practice Research, Knowledge Exchange and HE

This paper will use my current practice research project on the impact of digital technology on feature film production to reflect on the implications of the current KTP or Knowledge Exchange agenda on media practice research and education.

In the course of making my film I have not only interviewed key figures at Panavision, Technicolor and Kodak, but also been offered contributions in kind, including camera hire, film stock, developing and printing, in support of my project.

My research into digital technology also included beta-testing the, at the time, novel 'prosumer' technology of HDV. My institution funded the purchase of an HDV camera for my research in part as a way of prototyping possible directions for future equipment purchasing for the undergraduate programme. Indeed, many institutions that teach media practice are setting up long term relationships with multi-national companies, or organizing events with industry partners (such as the Sony sponsored Matrix East Research Lab at UEL, Bournemouth Media School's Sony HD TV studio, the D-cinema conferences – Westminster and Megapixel - Anglia Ruskin and the Film and Digital Media Exchange).

But, do we need to question these relationships? Is it healthy for an academic institution to be in the pocket of these companies? What does it mean for the objectivity of the research? Should media and cultural studies disciplines strive to be different from business schools and the medical/pharmaceutical model? Should I reject free film stock from Kodak?!?

AV Requirements: Powerpoint and DVD

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