SYLLABUS: COMM 2367: MEDIA INDUSTRIES

Dr. Ethan Thompson
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Class: OCNR 115, TR 12:30-1:45
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Office Hours: TWR 10-12 and by appointment
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Course Catalog Description: Examination of the media industries, including how they have evolved and now operate, as well as broader theoretical and practical implications of changing media organizations and practices. Includes instruction in researching contemporary and historical modes of media production, distribution, and exhibition.

Learning Objectives:

After taking the course, the student will be able to:

- Describe the development and contemporary operation of media industries
- Apply research skills to collect information on historical and contemporary media
- Analyze historical and contemporary media industry operations and media texts as the products of those operations

Required Text/Materials:

- Free subscription to The Business weekly podcast by KCRW

Course Assignments & Grade Structure:

- Midterm Exam: Multiple choice and short essay questions. (25%)
- Final Exam: Multiple choice and short essay questions. (25%)
- Issue Paper: 3-4 pages, requiring students to acquire information from multiple research sources and synthesize into a coherent paper. See description below. (20%)
- Forces of Change Paper: 3-4 pages, requiring students to acquire information from multiple research sources and synthesize into a coherent paper. See description below. (25%)
- Attendance & Participation: (5%)

Grade Scale: A = 100-90, B = 89-80, C = 79-70, D = 69-60, F = 59 and under.

DESCRIPTIONS OF PAPERS:
**Issue paper:** This assignment requires that students write a well-researched and substantiated 3-5 page paper that explores a current issue in a particular media industry. This is primarily a descriptive paper, you need not take a position on the issue; a strong paper will concisely explain the various perspectives that are in conflict. Your paper should explain the issue, provide relevant background, relay the most recent information, and explain the significance or relevance of this issue to the industry. “Trade” sources are likely to be valuable for offering the most recent developments.

**Forces of change paper:** This paper requires students to assess how the issues of the rise of the symbolic economy, digitalization, and globalization are affecting a media industry from various perspectives. Top papers will incorporate both nuanced application of class materials as well as additional research and will address all 3 “forces of change.”

**Schedule:** *Understanding Media Industries* is abbreviated UMI below.

**NOTE: THE READING IS DUE THE FIRST DAY OF THE WEEK (TUESDAY.) WE WILL HAVE GUESTS MOST THURSDAYS FOR INTERVIEW AND Q&A.**

R 1/22: Week 1: Introduction to the course.

Week 2: T 1/27 & R 1/29

Reading: UMI Chapter One: Key Concepts in Media Industry Studies

Week 3: T 2/3 & R 2/5

Reading: UMI Chapter Two: Media Industry Mandates

Week 4: T 2/10 & R 2/12

Reading: UMI Chapter Three: Technological Conditions of the Media Industries

Week 5: T 2/17 & R 2/19

Reading: UMI Chapter Four: Regulation of the Media Industries

Week 6: T 2/24 & R 2/26

Reading: UMI Chapter Five: Economic Conditions in Media Production

Week 7: T 3/3 REVIEW & R 3/5 **MIDTERM EXAM**

Week 8: T 3/10 & R 3/12

Reading: UMI Chapter Six: Creative Practices and Roles Involved in Making Media

SPRING BREAK

Week 9: T 3/24 & R 3/26

Reading: UMI Chapter Seven: Distribution and Exhibition Practices
Week 10: T 3/31 & R 4/2
Reading: UMI Chapter Eight: Auxiliary Practices

Week 11: T 4/7 Peer Review & R 4/9 Issue Paper Due

Week 12: T 4/14 & R 4/16
Reading: UMI Chapter Nine: The Growth of the Symbolic Economy

Week 13: T 4/21 & R 4/23
Reading: UMI Chapter Ten: Digitization

Week 14: T 4/28 & R 4/30
Reading UMI Chapter Eleven: Globalization

Week 15: T 5/5 Forces of Change Paper Due & Exam Review

FINAL EXAM ON Thursday May 7, 11:00 a.m. - 1:30 p.m.

Course Policies

Attendance Policy

Attendance is mandatory. Two absences are acceptable, but any additional unexcused absences will cause a five-point deduction from your attendance and participation grade, and you may not make up any missed work. Excused absences require official documentation. Two “lates” (or leaving early) equal an absence.

E-Communication Policy:

- CONTACT ME THROUGH BLACKBOARD MESSAGES FOR THIS COURSE.
- I will respond to messages within 24 hours (usually sooner), except for Friday at 3 pm until Monday at 9 am.
- I will be happy to talk on the phone, instant message, Facetime etc with you during my office hours.
- I am also happy to meet with you in person during office hours or some other time arranged in advance!

Academic Integrity/Plagiarism

University students are expected to conduct themselves in accordance with the highest standards of academic honesty. Academic misconduct for which a student is subject to penalty includes all forms of cheating, such as illicit possession of examinations or
examination materials, falsification, forgery, complicity or plagiarism. (Plagiarism is the presentation of the work of another as one’s own work.) In this class, academic misconduct or complicity in an act of academic misconduct on an assignment or test will result in an automatic zero on the assignment and further disciplinary action.

Classroom/Professional behavior

Texas A&M University-Corpus Christi, as an academic community, requires that each individual respect the needs of others to study and learn in a peaceful atmosphere. Under Article III of the Student Code of Conduct, classroom behavior that interferes with either (a) the instructor’s ability to conduct the class or (b) the ability of other students to profit from the instructional program may be considered a breach of the peace and is subject to disciplinary sanction outlined in article VII of the Student Code of Conduct. Students engaging in unacceptable behavior may be instructed to leave the classroom. This prohibition applies to all instructional forums, including classrooms, electronic classrooms, labs, discussion groups, field trips, etc.

Dropping a Class

Events sometimes occur that make dropping a course seem necessary or wise. Please consult with me before you decide to drop to be sure it is the best thing to do. Should dropping the course be the best course of action, you must initiate the process to drop the course by going to the Student Services Center and filling out a course drop form. Just stopping attendance and participation WILL NOT automatically result in your being dropped from the class.

Academic Advising.

The College of Liberal Arts requires that students meet with an Academic Advisor as soon as they are ready to declare a major. Degree plans are prepared in the CLA Academic Advising Center. The University uses an online Degree Audit system. Any amendment must be approved by the Department Chair and the Office of the Dean. All courses and requirements specified in the final degree plan audit must be completed before a degree will be granted. The CLA Academic Advising Office is located in Driftwood #203. For more information please call 361-825-3466.

Statement of Academic Continuity

In the event of an unforeseen adverse event, such as a major hurricane and classes could not be held on the campus of Texas A&M University–Corpus Christi; this course would continue through the use of Blackboard and/or email. In addition, the syllabus and class activities may be modified to allow continuation of the course. Ideally, University facilities (i.e., emails, web sites, and Blackboard) will be operational within two days of the closing of the physical campus. However, students need to make certain that the course instructor has a primary and a secondary means of contacting each student.

Grade Appeals*
Students who feel that they have not been held to appropriate academic standards as outlined in this class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details on the process of submitting a formal grade appeal, please visit the College of Liberal Arts website, http://cla.tamucc.edu/students/studentinfo.html. For assistance and/or guidance in the grade appeal process, students may contact the Associate Dean's Office.

Disabilities Accommodations*

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in Corpus Christi Hall, Room #116. If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.

Students are expected to:

1. Take ownership of your education. It will not be handed to you. You must build it.
2. Silence and put away cell phones. Texting (including the reading of texts!) is not allowed in class. Your social life will survive until the break, I promise.
3. Come to class on-time. Do not get up and leave early.
4. Participate in class discussions. In addition to the enlightening lectures, our goal during each class will be to have a lively, informed discussion.
5. Be responsible for any information and materials missed when absent.
6. Complete readings and assignments as assigned. All assignments must be handed in on time; exceptions will be made only for extraordinary cases and official documentation is needed. Exams may not be rescheduled. Do not make travel plans that conflict with exams.
7. Proofread all work before turning it in. Really.
8. Seek help with writing if necessary. The Writing Center of TAMU-CC, located in GSSC 112, provides free help for students at any stage in the writing process. More information is available at the Center for Academic Student Achievement website, casa.tamucc.edu.
9. Properly cite sources. Plagiarism will not be tolerated in any form, and will result in an automatic zero for the assignment and further disciplinary action. A useful guide to citing references in APA style is located at http://library.nmu.edu/guides/userguides/style_apa.htm.
10. Respect the privacy and opinions of fellow students. I expect students to participate in discussion, and I expect students to respect each other’s (hopefully well-informed) opinions. Grades and course performance are considered private information. Students are not to openly to discuss their grades (good or bad) inside my classroom.
11. Meet with the instructor during office hours. I will not discuss individual student grades in the classroom. I will, however, be happy to discuss grades on papers, exams, course performance, etc. during office hours. I also do not allow the following topics to be openly discussed in the classroom: student opinions about other faculty, student opinions about other students, student grades in other classes.