EXPANDED COURSE DESCRIPTION

FILM AND VIDEO

School of the Arts, Media, Performance and Design
Department of Cinema and Media Arts

FA / FILM 3205 3.0 SECTION A
EXPLORING MEDIA INDUSTRIES
FALL 2017 / WINTER 2018

Last Modified Date: 09/11/2017

COURSE CALENDAR DESCRIPTION

Exploring Media Industries develops a comprehensive critical examination of how media industry organization shapes and influences creative practice, mass culture, and society to prepare the student for both scholarly and professional careers in the media industries.

INSTRUCTOR(S)

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<tr>
<th>Name</th>
<th>Section / Format / Term</th>
<th>Contact Email</th>
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<tbody>
<tr>
<td>Ng-Chan, Taien</td>
<td>Sec. A / LECT / F</td>
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SPECIAL FEATURES

FILM3205 Exploring Media Industries
Fall 2017, 3.0 credits
Ross N102, Nat Taylor Cinema, Tuesdays 10:30AM-1:30PM

Course Director: Dr. Taien Ng-Chan
Office: CFT230
Office Hours: Tuesdays 3-4:30PM or by appointment
Email: taien@yorku.ca

Course Website: https://moodle.yorku.ca/moodle/course/view.php?id=103396

Course Description:
Exploring Media Industries develops a comprehensive critical examination of how media industry organization shapes and influences creative practice, mass culture, and society to prepare the student for both scholarly and professional careers in the media industries.

TOPICS AND CONCEPTS

Course Objectives:
The goals of the course include learning about the concepts, theories, histories, terminologies and methodologies associated with the field of media industry studies. Students will gain an understanding of media industry studies including its history and development, the political economy of global entertainment media, the theoretical models and research methodologies associated with the field, and application of these models and methodologies in a well-written and informed case study report of a media enterprise. In some cases, students can use this report to assist with their preparation for a future field placement, internship, and/or job search.
LIST OF LEARNING OUTCOMES AND EXAMPLES OF

Schedule of Topics and Readings:

September 12 – Introduction

September 19 – Defining Media Industry Studies

Required:
Holt and Perren, "Does the World Really Need One More Field of Study?" Recommended: Media/Society, “Chapter 1: Media and the Social World.”
Note: During this lecture period, you will sign up for a group presentation based on the week’s topic. Detailed instructions will be given in class. Presentations commence October 3rd.

September 26 – Media History and Media Industry Studies

Required:

October 3 – Film and Television Studies

Required:
Schatz, "Film Industry Studies and Hollywood History” Johnson, "Historicizing TV Networking”

Recommended:
Media/Society, “Chapter 6: Social Inequality and Media Representation.”

October 10 – Television Advertising and New Media

Required:
Meyers, "From Spectatorship to Spots”
Marshall, "New Media as Transformed Media Industry”

Recommended:
Media/Society, “Chapter 5: Media and ideology.”

October 17 – The Political Economy of Media

Required:
Napoli, “Media Economics and the Study of Media Industries” Hesmondhalgh, "Politics, Theory, and Method in Media Industries Research"
Recommended:
*Media/Society,* “Chapter 2: The Economics of the Media Industry.”

October 24 – Cultural Studies and Media

Required:
Kellner, "Media Industries, Political Economy, and Media/Cultural Studies" *Media/Society,* “Chapter 8: Active Audiences and the Construction of Meaning.” NOTE: Because this chapter is required this week, it will be made available on Moodle well in advance.

Recommended:
Miller, "Can Natural Luddites Make Things Explode or Travel Faster?"

October 31 – Media Policy and Production Labour

Required:

Recommended:
*Media/Society,* “Chapter 3: Political Influence on Media.” November 7 – The Effects of Convergence

Required:
Deuze, "Convergence Culture and Media Work"
Green and Jenkins, "The moral Economy of Web 2.0: Audience Research and Convergence Culture”

Recommended: *Media/Society,* “Chapter 4: Media Organizations and Professionals.”

November 14 – Global Media

Required:
Curtin, "Thinking Globally"

Recommended:
*Media/Society,* “Chapter 10: Media in a Changing Global Culture.”

November 21 – Local Media

Required:
Venegas, "ThinkingRegionally” Govil, "Thinking Nationally”

November 28 – Looking Forward: Contemporary Issues in Media Industry Studies
Required:
Levin, "An Industry Perspective"
Newcomb, "Toward Synthetic Media Industry Research"

December 5th – Case Study Report DUE

Textbooks:
Required (One copy on 2-Hour Reserve at Scott Library):

Strongly Recommended (One copy on 2-Hour Reserve at Scott Library):

GRADED ASSESSMENT

Evaluation:
Attendance and Participation* - 20% Presentation** - 35%
Case Study** - 45% (due December 05)

* There will be a weekly sign-in sheet - ensure that you record your attendance.
** Instructions for the presentation and case study assignments will be distributed.

Grading:
The grading scheme for the course conforms to the 9-point grading system used in undergraduate programs at York (e.g., A+ = 9, A = 8, B+ = 7, C+ = 5, etc.). Assignments will bear either a letter grade designation or a corresponding number grade (e.g. A+ =
90 to 100, A = 80 to 90, B+ = 75 to 79, etc.) (For a full description of York grading system see the York University Undergraduate Calendar -- http://calendars.registrar.yorku.ca/pdfs/ug2004cal/calug04_5_acadinfo.pdf)

A+ - 90-100  Reserved for students where work is of outstanding quality that provides clear evidence of a rare talent for the subject and of an original and/or incisive mind.
A - 80-89  Awarded for excellent, accurate work in which evidence of a certain flair for and comprehension of the subject is clearly perceptible.
B - 70-79 Indicates competent work that shows a sound grasp of the course goals without being distinguished.
C - 60-69 Represents work of adequate quality, which suffers from incompleteness or inaccuracy.
D - 50-59 Given where the minimum requirements of a course are barely satisfied.
F - 49 or lower Minimum requirements have not been met and no credit has been given for the course.

Policy on Missed Work, Extensions, and Late Penalties:
It is the responsibility of each student to attend all classes and exams and meet the requirements of submission for coursework. Missed assignments and exams will automatically be assigned a grade of 0. A penalty of one full letter grade (A becomes A-, etc.) will be imposed for every academic day assignments are late. Exceptions to the lateness penalty for valid reasons such as illness, compassionate grounds, etc., may be considered upon discussion with the Course Director.

**Course Director Availability:** You are encouraged to see me during office hours or by appointment; we can discuss any topic or issue you like, including assignments, difficulties you are having with the course, suggestions for further reading, or clarification and expansion of issues that interest you. Unfortunately, most students wait until the week before assignments are due to consult instructors. Don’t get caught in the rush.

**E-mail Policy:** I will endeavor to answer e-mail as promptly as I can, but allow for one week for a response. I also do not answer emails on weekends. Please reserve e-mail for making appointments and for asking brief questions of information. Substantive discussions about course material and assignments should occur during office hours. There may be times when I will send e-mails to the entire class via Moodle. If you regularly use a non-York e-mail account make sure that you make use of the e-mail forwarding service. See: http://www.cns.yorku.ca/computing/e-mail/forwarding.html

Many courses utilize Moodle, York University’s course website system. If your course is using Moodle, click here to access it.

Moodle @ York University