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JUL 13 2016

OFFICE OF THE
SENATE COUNCIL**Course Information**

Date Submitted: 2/13/2015

Current Prefix and Number: MAS - Media Arts and Studies, MAS 404 MEDIA ORGANIZATION

Other Course:

Proposed Prefix and Number: MAS 335

What type of change is being proposed?

Major Change

Should this course be a UK Core Course? No

1. General Information

a. Submitted by the College of: COMMUNICATION AND INFORMATION

b. Department/Division: School Of Journalism & Telecommunication

c. Is there a change in 'ownership' of the course? No

If YES, what college/department will offer the course instead: Select...

e. Contact Person

Name: Thomas R. Lindlof

Email: lindlof@uky.edu

Phone: 257-4242

Responsible Faculty ID (if different from Contact)

Name: Kyra Hunting

Email: kyra.hunting@uky.edu

Phone: 257-1730

f. Requested Effective Date

Semester Following Approval: No OR Effective Semester: Fall 2016

2. Designation and Description of Proposed Course

a. Current Distance Learning (DL) Status: N/A

b. Full Title: MEDIA ORGANIZATIONS

Proposed Title: Introduction to the Media Industries

c. Current Transcript Title: MEDIA ORGANIZATION

Proposed Transcript Title: Introduction to the Media Industries

d. Current Cross-listing: none

Proposed – ADD Cross-listing :

Proposed – REMOVE Cross-listing:

e. Current Meeting Patterns

LECTURE: 3

Proposed Meeting Patterns

LECTURE: 3

f. Current Grading System: ABC Letter Grade Scale

Proposed Grading System: *Letter (A, B, C, etc.)*

g. Current number of credit hours: 3

Proposed number of credit hours: 3

h. Currently, is this course repeatable for additional credit? No

Proposed to be repeatable for additional credit? No

If Yes: Maximum number of credit hours:

If Yes: Will this course allow multiple registrations during the same semester? No

2i. Current Course Description for Bulletin: An examination of the structure of video entertainment and on-line communications organizations and industries. Includes the organization and management of various types of telecommunications properties, as well as their traditional and new competitors.

Proposed Course Description for Bulletin: This course introduces students to the major functions and operations of the media industries, with a focus on the film and television industries. The course examines current trends in media practices and the role of technological and cultural factors in shaping the media industries and their effects in society.

2j. Current Prerequisites, if any: Prereq: Media Arts & Studies major or minor status or consent of instructor.

Proposed Prerequisites, if any: Prereq: Media Arts & Studies major or minor status or consent of instructor.

2k. Current Supplementary Teaching Component:

Proposed Supplementary Teaching Component:

3. Currently, is this course taught off campus? No

Proposed to be taught off campus? No

If YES, enter the off campus address:

4. Are significant changes in content/student learning outcomes of the course being proposed? No

If YES, explain and offer brief rationale:

5a. Are there other depts. and/or pgms that could be affected by the proposed change? No

If YES, identify the depts. and/or pgms:

5b. Will modifying this course result in a new requirement of ANY program? No

If YES, list the program(s) here:

6. Check box if changed to 400G or 500: No

Distance Learning Form

Instructor Name:

Instructor Email:

Internet/Web-based: No

Interactive Video: No

Hybrid: No

1. How does this course provide for timely and appropriate interaction between students and faculty and among students? Does the course syllabus conform to University Senate Syllabus Guidelines, specifically the Distance Learning Considerations?

2. How do you ensure that the experience for a DL student is comparable to that of a classroom-based student's experience? Aspects to explore: textbooks, course goals, assessment of student learning outcomes, etc.

3. How is the integrity of student work ensured? Please speak to aspects such as password-protected course portals, proctors for exams at interactive video sites; academic offense policy; etc.

4. Will offering this course via DL result in at least 25% or at least 50% (based on total credit hours required for completion) of a degree program being offered via any form of DL, as defined above?

If yes, which percentage, and which program(s)?

5. How are students taking the course via DL assured of equivalent access to student services, similar to that of a student taking the class in a traditional classroom setting?

6. How do course requirements ensure that students make appropriate use of learning resources?

7. Please explain specifically how access is provided to laboratories, facilities, and equipment appropriate to the course or program.

8. How are students informed of procedures for resolving technical complaints? Does the syllabus list the entities available to offer technical help with the delivery and/or receipt of the course, such as the Information Technology Customer Service Center (<http://www.uky.edu/UKIT/>)?

9. Will the course be delivered via services available through the Distance Learning Program (DLP) and the Academic Technology Group (ATL)? NO

If no, explain how student enrolled in DL courses are able to use the technology employed, as well as how students will be provided with assistance in using said technology.

10. Does the syllabus contain all the required components? NO

11. I, the instructor of record, have read and understood all of the university-level statements regarding DL.

Instructor Name:

SIGNATURE|BBARNES|Beth Barnes|MAS 404 CHANGE Dept Review|20150318

SIGNATURE|MSBEAC2|Megan B Sizemore|MAS 404 CHANGE College Review|20150420

SIGNATURE|JMETT2|Joanie Ett-Mims|MAS 404 CHANGE Undergrad Council Review|20160713

Course Change Form

<https://myuk.uky.edu/sap/bc/soap/rfc?services=>

Open in full window to print or save

Generate R

Attachments:

Browse...

Upload File

ID	Attachment
Delete 6896	MAS 335 Syllabus (DRC info revised).docx

First 1 Last

NOTE: Start form entry by choosing the Current Prefix and Number
(*denotes required fields)

Current Prefix and Number:		MAS - Media Arts and Studies MAS 404 MEDIA ORGANIZATION	Proposed Prefix & Number: (example: PHY 401G) <input type="checkbox"/> Check if same as current	MAS 335
* What type of change is being proposed?		<input checked="" type="checkbox"/> Major Change <input type="checkbox"/> Major - Add Distance Learning <input type="checkbox"/> Minor - change in number within the same hundred series, except 799 is the same "hundred series" <input type="checkbox"/> Minor - editorial change in course title or description which does change in content or emphasis <input type="checkbox"/> Minor - a change in prerequisite(s) which does not imply a change in course content or emphasis, or which is made necessary by the deletion or significant alteration of the prerequisite(s) <input type="checkbox"/> Minor - a cross listing of a course as described above		
Should this course be a UK Core Course? <input type="radio"/> Yes <input checked="" type="radio"/> No				
If YES, check the areas that apply:				
<input type="checkbox"/> Inquiry - Arts & Creativity <input type="checkbox"/> Composition & Communications - II <input type="checkbox"/> Inquiry - Humanities <input type="checkbox"/> Quantitative Foundations <input type="checkbox"/> Inquiry - Nat/Math/Phys Sci <input type="checkbox"/> Statistical Inferential Reasoning <input type="checkbox"/> Inquiry - Social Sciences <input type="checkbox"/> U.S. Citizenship, Community, Diversity <input type="checkbox"/> Composition & Communications - I <input type="checkbox"/> Global Dynamics				
1. General Information				
a. Submitted by the College of:		COMMUNICATION AND INFORMATION	Submission Date: 2/13/2015	
b. Department/Division:		School Of Journalism & Telecommunication		
c.* Is there a change in "ownership" of the course?				
<input type="radio"/> Yes <input checked="" type="radio"/> No If YES, what college/department will offer the course instead? Select...				
e.* Contact Person Name:		Thomas R. Lindlof	Email: lindlof@uky.edu	Phone: 257-4242
* Responsible Faculty ID (if different from Contact):		Kyra Hunting	Email: kyra.hunting@uky.edu	Phone: 257-1730
f.* Requested Effective Date:		<input type="checkbox"/> Semester Following Approval	OR	Specific Term: ² Fall 2016
2. Designation and Description of Proposed Course.				
a. Current Distance Learning(DL) Status:		<input checked="" type="radio"/> N/A <input type="radio"/> Already approved for DL* <input type="radio"/> Please Add <input type="radio"/> Please Drop		
*If already approved for DL, the Distance Learning Form must also be submitted unless the department affirms (by checking this box) that the proposed change will not affect DL delivery.				
b. Full Title:		MEDIA ORGANIZATIONS	Proposed Title: *	Introduction to the Media Industries
c. Current Transcript Title (if full title is more than 40 characters):			MEDIA ORGANIZATION	
Proposed Transcript Title (if full title is more than 40 characters):			Introduction to the Media Industries	
d. Current Cross-listing:		<input type="checkbox"/> N/A	OR	Currently ² Cross-listed with (Prefix & Number): none

Proposed – ADD ³ Cross-listing (Prefix & Number):					
Proposed – REMOVE ³⁴ Cross-listing (Prefix & Number):					
e. Courses must be described by at least one of the meeting patterns below. Include number of actual contact hours⁵ for each meeting pattern					
Current:	Lecture 3	Laboratory ⁵	Recitation	Discussion	Indep. Study
	Clinical	Colloquium	Practicum	Research	Residency
	Seminar	Studio	Other	Please explain:	
Proposed: *	Lecture 3	Laboratory ⁵	Recitation	Discussion	Indep. Study
	Clinical	Colloquium	Practicum	Research	Residency
	Seminar	Studio	Other	Please explain:	
f. Current Grading System:		ABC Letter Grade Scale			
Proposed Grading System:*		<input checked="" type="radio"/> Letter (A, B, C, etc.) <input type="radio"/> Pass/Fail <input type="radio"/> Medicine Numeric Grade (Non-medical students will receive a letter grade) <input type="radio"/> Graduate School Grade Scale			
g. Current number of credit hours:	3	Proposed number of credit hours:*	3		
h.* Currently, is this course repeatable for additional credit?					<input type="radio"/> Yes <input checked="" type="radio"/> No
* Proposed to be repeatable for additional credit?					<input type="radio"/> Yes <input checked="" type="radio"/> No
If YES:	Maximum number of credit hours:				
If YES:	Will this course allow multiple registrations during the same semester?				<input type="radio"/> Yes <input checked="" type="radio"/> No
i. Current Course Description for Bulletin:					
An examination of the structure of video entertainment and on-line communications organizations and industries. Includes the organization and management of various types of telecommunications properties, as well as their traditional and new competitors.					
* Proposed Course Description for Bulletin:					
This course introduces students to the major functions and operations of the media industries, with a focus on the film and television industries. The course examines current trends in media practices and the role of technological and cultural factors in shaping the media industries and their effects in society.					
j. Current Prerequisites, if any:					
Prereq: Media Arts & Studies major or minor status or consent of instructor.					
* Proposed Prerequisites, if any:					
Prereq: Media Arts & Studies major or minor status or consent of instructor.					
k. Current Supplementary Teaching Component, if any:					
<input type="radio"/> Community-Based Experience <input type="radio"/> Service Learning <input type="radio"/> Both					

	Proposed Supplementary Teaching Component:	<input type="radio"/> Community-Based Experience <input type="radio"/> Service Learning <input type="radio"/> Both <input type="radio"/> No Change
3.	Currently, is this course taught off campus?	<input type="radio"/> Yes <input checked="" type="radio"/> No
*	Proposed to be taught off campus?	<input type="radio"/> Yes <input checked="" type="radio"/> No
	If YES, enter the off campus address:	
4.*	Are significant changes in content/student learning outcomes of the course being proposed?	<input type="radio"/> Yes <input checked="" type="radio"/> No
	If YES, explain and offer brief rationale:	
5.	Course Relationship to Program(s).	
a.*	Are there other depts and/or pgms that could be affected by the proposed change?	<input type="radio"/> Yes <input checked="" type="radio"/> No
	If YES, identify the depts. and/or pgms:	
b.*	Will modifying this course result in a new requirement ² for ANY program?	<input type="radio"/> Yes <input checked="" type="radio"/> No
	If YES ² , list the program(s) here:	
6.	Information to be Placed on Syllabus.	
a.	<input type="checkbox"/> Check box if changed to 400G or 500.	If changed to 400G- or 500-level course you must send in a syllabus and you must include the differentiation between under and graduate students by: (i) requiring additional assignments by the graduate students; and/or (ii) establishing different gra in the course for graduate students. (See SR 3.1.4.)

¹See comment description regarding minor course change. *Minor changes are sent directly from dean's office to Senate Council Chair.* If Chair deems the change as "not minor," the form will be appropriate academic Council for normal processing and contact person is informed.

²Courses are typically made effective for the semester following approval. No course will be made effective until all approvals are received.

³Signature of the chair of the cross-listing department is required on the Signature Routing Log.

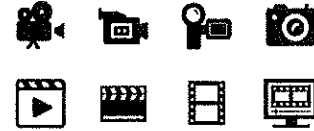
⁴Removing a cross-listing does not drop the other course – it merely unlinks the two courses.

⁵Generally, undergrad courses are developed such that one semester hr of credit represents 1 hr of classroom meeting per wk for a semester, exclusive of any lab meeting. Lab meeting generally least two hrs per wk for a semester for 1 credit hour. (See SR 5.2.1.)

⁶You must also submit the Distance Learning Form in order for the course to be considered for DL delivery.

⁷In order to change a program, a program change form must also be submitted.

MAS 335 – Introduction to the Media Industries Course Syllabus- Fall 2015



Instructor: Dr. Kyra Hunting
Office Hours: MW 1:30-3:20 pm & By Appointment
Course Times: MW 3:30 - 4:45 pm

E-mail: kyra.hunting@uky.edu
Office: 140 Grehan Journalism Building
Class Room: Whitehall 243 CB

Course Description: This course introduces students to the major functions and operations of the media industries, with a focus on the film and television industries. The course examines current trends in media practices and the role of technological and cultural factors in shaping the media industries and their effects in society.

Prerequisites: Media Arts & Studies major or minor status or consent of instructor.

Course Goals and Objectives: This course is designed to give students an overview of the media industry, its key components, and the factors and institutions that impact the ways in which the industry functions. The goal of this course is to give students who wish to work in the media industry a broader image of the major components, influences, and tensions in the industry that they hope to join; to introduce students to different institutions and organizations that they could participate in that impact but are not a direct part of the industry; and to help all students become more savvy media consumers as they learn about the industrial factors that impact the media they consume and their media choices. Since most of us interact with media primarily through the final product, this course will give you a glimpse at not only “how the sausage gets made” but will also help you better understand why you have the specific choices of sausage you do. After the class, I hope that you will see the media you consume in different ways, better understand the media choices you make, and have a better picture of the many different ways that you might participate in organizations and institutions that can shape the media of the future!

Student Learning Outcomes:

Upon the successful completion of the course, students should be able to:

1. Describe different components of the media industry and its functions and how they interact with one another.
2. Understand, use, and define terminology related to the media industry.
3. Write critically about the media industry and the organizations that interact with it.
4. Identify and analyze the ways in which economic, regulatory, technological, and industrial factors impact the media content that is available.
5. Conduct research on the media industry and interact with primary source documents like trade press
6. Apply course concepts to creative work and case studies related to the media industry.

Required Materials:

Lotz, Amanda and Timothy Havens. *Understanding Media Industries*. New York: Oxford UP, 2011.

Additional required readings will be available on-line via Canvas or through the University of Kentucky library electronic database system.

Canvas will be used throughout the class for accessing copies of assignment sheets, discussing readings, turning in assignments and tracking your progress throughout the course. Canvas may also be used for course announcements and to share links and documents related to the class. Please let me know immediately if you have difficulty accessing Canvas so these problems can be resolved.

Facebook will also be used for select class assignments and to share course related materials. Please let me know if you have difficulty accessing the class Facebook group.

Recommended Reading:

While not required beyond what is needed for completing assignments, there are a number of websites and news sources that I recommend you follow or read over the course of the class. This is a particularly important habit to get into if you hope to be involved in the industry some day.

Newspapers that Include High Quality Industry Reporting and Analysis:

1. *The New York Times*
2. *The Wall Street Journal*
3. *Los Angeles Times*

Trade-Oriented Publications*:

1. *Variety*
2. *Broadcasting & Cable*
3. *The Hollywood Reporter*
4. *Deadline Hollywood*
5. *The Wrap*
6. *Gamasutra*
7. *Polygon*

Podcasts to Consider:

1. *On the Media*
2. KCRW's *The Business*
3. *Nerdist Writers Panel*
4. KCRW *The Treatment*
5. *TWIT* (This Week in Technology)

* It is important to know that many of these trade- oriented publications include press releases that may appear as if they are news. These may still be useful but need to be read carefully with the source of the information and their particular goals in mind.

While none of the above readings/listenings will be required weekly in this class, following these sources will help you with a number of assignments over the course of the class, some of which will require that you utilize these sources. You will be required to follow at least one trade-oriented publication for the Tracing the Trade Press assignment that will be described below.

Assignment/Grading Breakdown:

Attendance and In-Class Participation	5%
Reading Assessments	10%
Trade Press Postings & Reports	10%
Media Consumption Tracking Project	10%
Market Research Project (15% Individual Contribution, 5% Group In-Class Presentation)	20%
Franchise Pitch Project (20% Individual Contribution, 5% Group In-Class Presentation)	25%
<u>Final Exam</u>	<u>20%</u>
	Total: 100%

Reading Assessment: There will be weekly reading take-home quizzes on the course reading every week (on Monday or the first weekday) of the class (unless otherwise noted in the schedule). The questions for these quizzes will be available ahead of time. They are designed to help you keep up with the reading and to develop good reading analysis skills. There are no make-up quizzes but your lowest three quizzes will be dropped. Reading assessments are due in class on Monday the week in which the readings are assigned.

Trade Press Facebook Postings*: Keeping track of industry news in the Trade Press will be important for a number of your class assignments and is vital if you hope to have a future career in the media industry. So for this assignment you will post an industry trade press article on your chosen network, studio, or company (or a competitor if none are available) for a minimum of 8 weeks to our class Facebook page with two sentences of description. You will also briefly report on your findings over the course of the class. Postings are due by midnight on Sunday.

Media Consumption Tracking Project*: For this short project you will track your media consumption for 5 days and keep a diary of what media you consume, how it is paid for, and what technologies/platforms you use to consume it. You will then write a brief (150-200 word) reflection on the experience. You will work on gathering data from this project and apply this to an industry case study/problem in a short written response. The information from this project will be used for future class projects. Part of the goal of this assignment is to give you experience using the class rubric and with the process for larger class projects.

Group Projects*: There will be two small group projects over the course of the class which will build on one another and make the most of your grade. A Market Research Project and A Franchise Pitch Project. These two projects will fit together as the small group will work on the development of a new media Franchise. For each project each student will be responsible for a different research, writing, and/or creative element that the group will put together into a coherent proposal and a 7-10 minute in-class presentation. You will be primarily graded on their

individual contribution but part of the goal of this assignment is to give you experience working as a team with differing goals and interests.

Final Case Study Paper: This course will finish with a short essay exam in which you will use what you learned in the class to respond to a variety of case studies/real-world scenarios involving the media industry. A sample question and review sheet will be made available.

* An assignment sheet will be distributed giving more details about this assignment

Course Grading

A 1000-900 pts B 899-800 pts C 799-700 pts D 699-600 pts E <600 pts

Mid-term grades will be posted in myUK by the deadline established in the Academic Calendar (<http://www.uky.edu/Registrar/AcademicCalendar.htm>)

What I Expect From You/Class Policies

Attendance and In-Class Participation: Active involvement in the classroom is an important part of this course. You are expected to not only attend class and give your instructor and your classmates your full attention but also to actively contribute to class. Student participation helps make sure you and your classmates get the most out of the class. Students who get an A in this area will participate every class or almost every class. A student cannot receive higher than a C in this area without participating actively (i.e. asking and answering questions) in the classroom discussions.

Attendance Policy: In order to participate, you must attend and so this class also has an attendance policy. Since this class meets only once a week, attendance is particularly important. Attendance will be taken, and you will be allowed 2 unexcused absences over the course of the class. Any unexcused absences beyond this will result in a 10 pt reduction of your participation and attendance grade.

If you do need to miss class for an excused absence, if possible please notify me prior to the class that will be missed or immediately after so you can arrange for notes. In order for the absence to be excused you must provide notification within a week after the absence. "S.R. 5.2.4.2 defines the following as acceptable reasons for excused absences: (a) serious illness, (b) illness or death of family member, (c) University-related trips, (d) major religious holidays, and (e) other circumstances found to fit "reasonable cause for nonattendance" by the professor. Students may be asked to verify their absences in order for them to be considered excused. I reserve the right to request "appropriate verification" when students claim an excused absence. Appropriate notification of absences due to university-related trips is required prior to the absence."

You are expected to withdraw from the class if more than 20% of the classes scheduled for the semester are missed (excused or unexcused) per university policy. In this class that is 6 classes.

If you do miss class for any reason, it is your responsibility to get notes from a classmate and to request any hand-outs or materials that you may have missed during class. You are also encouraged to come to office hours to discuss what you have missed and so I can answer any

questions you may have on the notes you have gotten. If you miss class when an assignment is due, the assignment is still due - the majority of assignments for this course will be turned in on-line - unless you have specifically obtained an extension from me in advance.

Assignment Submissions: Assignments will be submitted on-line unless otherwise indicated. All written assignments should be turned in using Word except for multimedia assignments which should be turned in as a PDF or Quicktime or .mp4 file as appropriate. The file name for all assignment should include your last name. Most work is expected to be turned in on-line but should still include your name on the assignment. However, if extenuating circumstances do occur and you require an extension, please contact me as soon as possible to discuss the possibility of an extension. If an extension has not been approved late work will suffer a penalty of one-half a grade reduction per day late. Because work is turned in primarily on-line (and often not on a class day) assignments are due whether or not you are absent. If the reasons for your excused absence (for example a holiday where your religion does not allow you to work or a serious illness) prevent you from completing the assignment on time, see me about obtaining an extension on your work. When work is turned in late, whether or not an extension is granted, you should expect a delay in receiving a grade.

Academic Integrity: All students are expected to be wholly responsible for their own work unless group work is explicitly allowed by the assignment. Plagiarism of any kind is not tolerated in this class. All students are expected to adhere to University policy on cheating and plagiarism in all courses. The minimum penalty for a first offense is a F on the assignment on which the offense occurred, and students may receive an F in the course when the entirety of an assignment has been plagiarized. If the offense is considered severe or the student has other academic offenses on their record, more serious penalties, up to suspension from the university may be imposed. You can find out more about academic dishonesty in the Code of Student Rights and Responsibilities. Complete information can be found at the following website:
<http://www.uky.edu/Ombud>.

Academic dishonesty and plagiarism is 100% preventable, and my goal is to help you succeed. As a result you are encouraged to contact me at any time if you are unsure of what constitutes plagiarism or how to properly attribute your sources in your assignments. As a reminder, all information from other sources must be cited if paraphrased and placed in quotation marks if used word for word from a source. Please note: Any assignment turned in may be submitted to an electronic database to check for plagiarism.

Technology and Class Conduct Policy:

Recent research has shown that students who use technology in class are consistently less successful in class; however I am allowing you to make your own decisions about using laptops in class. Laptops and tablets are for course purposes (note-taking/looking up information) only. Students using laptops or tablets are expected to be fully engaged in discussion at all times, and laptops are not to be used for purposes unrelated to the course (such as Facebook, web surfing, etc.).

Phones should not be out at any time during class. While it is understandable that someone might occasionally forget to silence a phone, please try to remember to silence your phones before class

out of courtesy to your classmates. Students should not be using their phones at any time during the class. Text messaging during class will not be tolerated and will have significant impact on your grade.

You are expected to pay attention to, listen to one another and avoid distractions. Continued disruptive behavior, including disruptive media use, may result in a student being asked to leave class, and the student will receive an absence for the day. Persistent lateness may also constitute a disruption and may have a negative effect on your grade.

What You Can Expect From Me:

Support: Accommodations due to disability

If you have a documented disability that requires academic accommodations, please see me as soon as possible during scheduled office hours. In order to receive accommodations in this course, you must provide me with a Letter of Accommodation from the Disability Resource Center (DRC). The DRC coordinates campus disability services available to students with disabilities. It is located on the corner of Rose Street and Huguelet Drive in the Multidisciplinary Science Building, Suite 407. You can reach them via phone at (859) 257-2754 and via email at drc@uky.edu. Their web address is <http://www.uky.edu/StudentAffairs/DisabilityResourceCenter/>.

If you do not have a documented disability but feel that there is something that will impede your ability to be successful in any aspect of this course, you should also see me as soon as possible so a strategy to help deal with these circumstances can be developed.

E-mail Policy: Communication with professors can be key to course success so you are encouraged to come to me with any questions you may have or if you need help of any kind. You can e-mail me at anytime with any questions about the class. I will do my best to answer all student e-mails within 24 hours of receiving them. Please send only one version of the same e-mail in that time, although you are always welcome to send as many e-mails as necessary in that time period with different topics or questions. I do not consistently answer e-mails on the weekends or after 6 pm on weekdays and so if you will need a quick reply please plan accordingly. If you want a reply to your e-mail and a question isn't clearly in the e-mail (if for example you e-mail to indicate you will be missing a class and want a reply), please indicate that or ask a question in the e-mail.

Office Hours: I will be available for office hours Monday and Wednesday 1:30-3:20 pm. You are encouraged to stop by to discuss any questions you may have about the class, readings, content, or assignments. You are also welcome to come to talk about topics not related to the class but relevant to your education (internships, graduate school, job applications, etc.) If you need to meet with me outside of office hours, I will do my best to accommodate you, but please e-mail me significantly before you need to meet with me in order to best schedule a time.

Assignments: You can expect detailed information about the expectations for any graded work when that work is assigned and can always ask for more information about these expectations/assignments. I am happy to answer any questions about assignments, thesis statements, etc. in office hours or via e-mail. I am generally unable to "pre-grade" (i.e. look at a

complete assignment) but am happy to look at outlines or portions of your projects and answer questions. You can expect to receive a grade and comments on assignments *two weeks* after the due date. All grades on written work will include comments explaining the grade and noting areas for improvement for future work. You are welcome to ask any questions you may have on these comments and grades. However, I will not discuss number or letter grades until after you have read the feedback on your work.

Keeping Your Information Private: As a student you have the right to privacy and can expect for me to keep any personal information that you provide to me absolutely private. You have specific rights regarding your privacy and the privacy of your educational records under The Family Educational Rights and Privacy Act (FERPA) of 1974. Go to <http://www.uky.edu/registrar/FERPA-privacy> to review your rights. FERPA gives you a legal right to privacy in certain areas and I am not allowed to share information about your grades, schedule or attendance with anyone else (including parents, employers, etc.) without express formal written permission. FERPA rules also mean that I can only discuss your work and grades with you over e-mail using your UKY.EDU e-mail, so make sure that you check this e-mail or have your UKY e-mails forwarded to a different e-mail address.

Planned Course Schedule*

Week 1 (Aug. 26): Key Concepts and Introduction

Recommended Readings:

Lotz, Amanda and Tim Havens Understanding Media Industries (Hereafter UMI) Ch. 1

Week 2 (Aug. 31 & Sept. 2): Economic Conditions of Media

Readings: UMI Ch. 5 Economic Conditions in Media Production
Anderson, Chris. Selections from *Free*.

Due: Reading Assessment Due (Before August 31)

Week 3 (Sept. 7 & Sept. 9): Media Mandates

Sept. 7 NO CLASS - Labor Day

Readings: UMI Ch. 2 Media Industry Mandates
Conway, Kyle. "*Little Mosque* Small Screen: Multicultural Broadcasting Policy and Muslims on Television."

Due: Reading Assessment Due (Before Class Sept. 9)
Media Diary Due (Midnight Sept. 12)

Week 4 (Sept. 14 & Sept. 16): Audiences, Narrowcasting and Branding

Readings: UMI Ch. 9 The Growth of the Symbolic Economy p. 187-191
Curtin, Michael and Jane Shattuc. "Audiences and Advertising"
Cople Smith, Erin. "'Affluencers'" By Bravo"

Due: Reading Assessment Due (Before Class Sept. 14)
Media Diary Reflection Due (Midnight Sept. 20)

Week 5 (Sept. 21 & Sept. 23): Regulation and Policy

Readings: UMI Ch. 4 Regulation of the Media Industries
Holt, Jennifer. "*NYPD Blue: Content Regulation.*"

Recommended Readings: Hendershot, Heather. "We Call Our Company Motel."

Due: Reading Assessment Due (Before Class Sept. 21)
Media Diary Data Analysis & Application Due (Midnight Sept. 27)

Week 6 (Sept. 28 - Sept. 30): Concentration/Conglomeration/Convergence

Readings: Kunz, William M. Selections from *Culture Conglomerates*
Jenkins, Henry. Selections from *Convergence Culture.*

Due: Reading Assessment Due (Before Class Sept. 28)

Week 7 (Oct. 5- Oct. 7): Franchises/Transmedia Texts
Johnson, Derek. "From Ownership to Partnership: The Institutionalization of Franchise Relations"
Gray, Jonathan. "Transmedia: Architecture of Creation"

Readings:

Due: Reading Assessment Due (Before Class Oct. 5)

Week 8 (Oct. 12 - Oct. 14): Creative Practices and Labor
UMI Ch. 6 Creative Practices and Roles Involved in Making Media
Caldwell, Jonathan. "Authorship Below the Line"

Readings:

Recommended Readings: Christopherson, Susan. "Labor: The Effects of Media Concentration on the Film and TV Workplace"

Due: Reading Assessment Due (Before Class Oct. 12)

Week 9 (Oct. 19- Oct. 21): Distribution and Exhibition
UMI Ch. 7 Distribution and Exhibition Practices
Head, Sydney, Thomas Spann and Michael McGregor. 8.7-8.8 *Broadcasting in America*

Readings:

Due: Reading Assessment Due (Before Class Oct. 19)
Market Research Project Due (Midnight Oct. 25)

Week 10 (Oct. 26 & Oct. 28): Technology, Digitization and New Media Distribution
Readings: UMI Ch.3 Technological Conditions of Media Industries

UMI Ch. 10 Digitization
Anderson, Christopher. "The Long Tail"

Due: Reading Assessment Due (Before Class Oct. 28)

Week 11 (Nov. 2 - Nov. 4): Auxillary Practices: Marketing Readings:
UMI Ch. 8 Auxillary Practices
Gray, Jonathan. "Coming Soon! Hype, Intros, and Textual Beginnings"

Due: Reading Assessment Due (Before Class Nov. 2)

Week 12 (Nov. 9 - Nov. 11): Outsider Voices: Media Activism & Fans
Readings: Savage, Christina. "*Chuck* Versus the Ratings"
Hendershot, Heather. "Action for (and against) Children's Television."

Recommended Readings: Scott, Suzanne. "*Battlestar Galactica* Fans and Auxillary Content"

Due: Reading Assessment Due (Before Class Nov. 9)

Week 13 (Nov. 16 - Nov. 18): Auxilliary: TV Criticism
Readings: Goodman, Tim. "Just What Is the Death March With Cocktails?"
Sepinwall, Allen. "The Ins and Outs of the Semi-Annual Gathering of the
Nation's TV Critics."

NO CLASS NOV. 18 - Work on Your Projects

No Reading Assessment Due This Week

Week 14 (Nov. 23 and Nov. 25): Pitches and Thanksgiving

Due: Franchise Pitches Due Nov. 23
Portfolio: Edits to final Franchise Pitch Portfolio Allowed Until Nov. 29

Week 15 (Nov. 30 and Dec. 2); Global Media and Globalization

Readings: UMI CH. 11 Globalization
Havens, Timothy. "Global Television Trade Shows"

Due: Reading Assessment Due (Before Class Nov. 30)

Week 16 (Dec. 7 & Dec. 9): Following a Text Through the Process & Wrap Up

Readings: Wasko, Janet "Financing and Production"

Due: Reading Assessment Due (Before Class Dec. 7)

**** Take Home Final Exam - Due Final Exam Week****

* Attributes of this course schedule are subject to change.