

## **The syllabus for**

### **American Media and Entertainment Industries Comm 432**

**Annenberg School for Communication  
University of Southern California  
Prof. Chris Smith  
Spring 2012**

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**Office: ASC 321A**

**Office Hrs: Thurs 4:00 pm – 6:00 pm; by appointment**

**Email: [christhs@usc.edu](mailto:christhs@usc.edu)**

**Phone: 213-821-5243**

**Class meets: Tues & Thurs 12:30 – 1:50 pm, ASC 236**

#### **Academic Integrity Policy:**

The Annenberg School for Communication is committed to upholding the University's Academic Integrity code as detailed in the SCampus Guide. It is the policy of the School for Communication to report all violations of the code. Any serious violation or pattern of violations of the Academic Integrity Code will result in the student's expulsion from the Communication major or minor, or from the graduate program.

#### **ADA Compliance Statement**

Any student requesting academic accommodations based on a disability is required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP. Please be sure the letter is delivered to me as early in the semester as possible. DSP is located in STU 301 and is open 8:30 a.m. – 5:00 p.m., Monday through Friday. The phone number for DSP is (213) 740-0776.

## Objectives & Overview

This four-unit, upper division course is part of the Annenberg School's new Media Economics and Entrepreneurship M{2e} initiative and concerns the economic characteristics of the American media and entertainment industries with an emphasis on broadcast media, cable TV, and Web video.

The M{2e} program is designed to provide every USC Annenberg student with a big-picture understanding of today's economic realities, the marketplace they are about to enter and the economic forces that drive and shape that market. M{2e}'s primary goal is to prepare our students for a rapidly evolving world in which they can become successful entrepreneurs, launch media, communication and journalism businesses and join larger organizations equipped with a solid understanding of how to harness market forces for the benefit of their company or enterprise.

During the semester, there will be considerable time spent on media history and how the industries, as we know them, developed and why they developed the way they did. The course also emphasizes innovation and technological convergence, regulatory structure, programming strategies and effects, and the disruption of traditional advertiser-driven business models. Several methods of presentation will be involved in our weekly sessions. These will include my own lectures, those of other Annenberg faculty, and guest appearances by industry executives.

## Course Readings \*

**Required (All available at USC Bookstore, unless otherwise noted):**

- 1. Chris Anderson. *The Long Tail.***
- 2. William Boddy. *Fifties Television.***
- 3. Erik Barnouw. *Tube of Plenty.***
- 4. Robert Levine. *Free Ride.***
- 5. Amanda Lotz. *The Television Will Be Revolutionized.***
- 6. Frank Rose. *The Art of Immersion.***
- 7. Tim Wu. *The Master Switch.***
- 8. Course Reader #1 – Selections.\***

**\*(Available via Magic Machine Copies)**

**9. Course Reader #2 – *Encyclopedia of Television* excerpts.\***

**\*(Available via Magic Machine Copies)**

## **Competencies and Evaluation**

Participation	10%
Quiz	10%
In-class Exams (2)	30%
Take-home final exam	20%
Group Presentation	30%

### **Participation**

I hope the reading, lectures, and your outside conversations/ruminations will make for lively discussions during our Wednesday afternoons together. Please come to class having completed all of the assigned reading and have questions/talking points ready when you arrive. Engaged participation, comprised by thoughtful questions and commentary as well as engaged listening, represents **10%** of your final grade (this assessment will be primarily driven by discussion section). I will take attendance each class session via a sign-in sheet.

### **Midterm & Final Exams**

**The two in-class exams** will be worth **30%** of your final grade. **The take-home final examination due on May 9th** will be worth **20%** of the grade. There will be **one quiz** early on worth **10%** of the semester's total.

### **Group Presentation**

Early on in the semester you will be divided into small groups and assigned either a media company, or a current event that you will research during the semester and present to the class at the end of the term. **This assignment will be worth 30% of your grade.**

## Reading & Assignment Schedule

### Week 1

#### **Tuesday 10 January**

Syllabus review; overview of goals and expectations.

#### **Reading:**

**(BB)** John Merli, "TV Connects for the Holidays"

**(BB)** Jessica E. Vascellaro & Sam Schechner, "Apple Moves Forward with TV Plans"

**(BB)** Robert D. Hof, "Searching for the Future of Television"

#### **Thursday 12 January: Basic Principles of Macro-/Micro- and Media Economics, Pt. 1**

#### **Reading:**

**(CR)** Thomas Sowell, *Basic Economics*, Ch.1: "What Is Economics?"

**(CR)** Gillian Doyle, *Understanding Media Economics*, Ch.1: "Introduction to Media Economics"

### Week 2

#### **Tuesday 17 January: Basic Principles of Media Economics, Pt. 2**

#### **Reading:**

**(CR)** Jonathan Knee, et al., *The Curse of the Mogul*, Ch. 2: "The Landscape of Competitive Advantage"

**(CR)** Gillian Doyle, *Understanding Media Economics*, Ch.2: "Corporate Strategies"

#### **Thursday 19 January: Basic Principles of Media Economics, Pt. 3**

#### **Reading:**

**(CR)** Charles Wheelan, *Naked Economics*, Chs. 3-4

**(CR)** Gillian Doyle, *Understanding Media Economics*, Ch.9: "Media Economics & Public Policy"

**\* In-class Quiz \***

### Week 3

#### **Tuesday 24 January: Early Radio**

#### **Reading:**

**(CR)** Alan B. Albarran & Gregory G. Pitts, Ch. 2, "The History and Development of Radio Broadcasting," pp. 17-25

**\* In-class screening: "Empire of the Air, pt. 1" \***

#### **Thursday 26 January: Radio Broadcasting**

#### **Reading:**

Tim Wu, *The Master Switch*, Chs. 2, 5, 9

**(CR)** Paul Starr, *The Creation of Media*, Chs. 10-11

**(CR)** James B. Twitchell, *AdcultUSA*, pp. 81-90

**(CR)** Alan B. Albarran & Gregory G. Pitts, Ch. 2, "The History and Development of Radio Broadcasting," pp. 25-37

**\* In-class screening: "Empire of the Air, pt. 2" \***

## **Week 4**

### **Tuesday 31 January: Early Television Innovation**

#### **Reading:**

Tim Wu, *The Master Switch*, Ch. 10

**(BB)** Evan I. Schwartz, "Who Really Invented Television?"

\* **In-class screening: "Big Dream, Small Screen" \***

### **Thursday 2 February: Fifties TV, Pt. 1**

#### **Reading:**

William Boddy, *Fifties Television*, Chs. 1-3, pp. 15-62.

**(CR)** Alan B. Albarran & Gregory G. Pitts, Ch. 2, "The History and Development of Radio Broadcasting," pp. 37-39

## **Week 5**

### **Tuesday 7 February:**

#### **Reading:**

\***In-Class Examination\***

### **Thursday 9 February: Fifties TV, Pt. 2**

#### **Reading:**

W. Boddy, *Fifties Television*, Chs. 4-7, pp. 65-131.

**(CR)** Miles Ginsberg, "What every family wants to know about TELEVISION"

**(CR)** Terry Teachout, "The New Media Crisis of 1949"

## **Week 6**

### **Tuesday 14 February: Fifties TV, Pt. 3**

#### **Reading:**

W. Boddy, *Fifties Television*, Chs. 8-11, pp.132-213.

E. Barnouw, *Tube of Plenty*, pp.213-218.

**(CR)** Christopher Anderson, *Television: The Critical View*, "Disneyland"

### **Thursday 16 February: 1960s TV**

#### **Reading:**

W. Boddy, *Fifties Television*, Ch. 12, pp. 214-232.

E. Barnouw, *Tube of Plenty*, pp. 243-248; 260-265; 270-277; 281-290; 366-377; 403-410.

## **Week 7**

### **Tuesday 21 February:**

#### **Reading:**

\***In-Class Examination\***

**Thursday 23 February: 1970s TV**

**Reading:**

Erik Barnouw, *Tube of Plenty*, pp. 430-440; 464-474.

Tim Wu, *The Master Switch*, Ch. 17

**(CR)** Harold L. Vogel, "Television-programming accounting," pp.130-142;  
"Broadcasting" pp. 173-200

**(CR)** Jonathan Knee, et al., *The Curse of the Mogul*, Ch. 9: "Managing Competition in Media"

**Library Reserve Screening: *Network (1976)***

**Week 8**

**Tuesday 28 February: Cable TV**

**Guest Speaker: Eddie Lazarus, Fmr Chief-of-Staff, FCC**

**Reading:**

Erik Barnouw, *Tube of Plenty*, pp. 346-357; 490-503.

Tim Wu, *The Master Switch*, Ch. 13 & 16

**(CR)** H. Blumenthal & O. Goodenough, "Cable Systems."

**(BB)** M. Farrell, "Going for Broke: How poverty in America is changing the cable business"

**Thursday 1 March: The Post-Network Era, Pt. 1**

**Reading:**

Amanda Lotz, *The Television Will Be Revolutionized*, Introduction, Ch. 3

**(CR)** Alessandra Stanley, "You Are What You Watch"

**(BB)** Matthew Futterman, et. al., "NFL: The League That Runs TV"

**Week 9**

**Tuesday 6 March: The Post-Network Era, Pt. 2**

**Guest Speaker: Denny Strigl, Fmr CEO & President, Verizon Wireless**

**Reading:**

A. Lotz, *The Television Will Be Revolutionized*, Ch. 2

Chris Anderson, *The Long Tail*, Ch. 12

R. Levine, *Free Ride*, Ch. 5

**Thursday 8 March: The Post-Network Era, Pt. 3**

**Reading:**

A. Lotz, *The Television Will Be Revolutionized*, Ch. 4

**Spring Break – 12 March – 17 March**

## **Week 10**

### **Tuesday 20 March: Gifts, Reciprocity, & the New Media Economy, Pt. 1**

#### **Reading:**

- (BB) James Carrier, "Gifts, Commodities, and Social Relations: A Maussian View of Exchange," *Sociological Forum*, 1991, 6(1): 119-136.
- (BB) Andrew Leyshon, "Scary Monsters? Software formats, peer-to-peer networks, and the spectre of the gift," *Environment and Planning D: Society and Space*, 2003, 21: 533-558.

### **Thursday 22 March: Gifts, Reciprocity, & the New Media Economy, Pt. 2**

#### **Reading:**

- (BB) Avner Offer, "Between the Gift and the Market: The Economy of Regard," *The Economic History Review*, 1997, 50 (3), pp. 450-476.

## **WEEK 11**

### **Tuesday 27 March: Gifts, Reciprocity, & the New Media Economy, Pt. 3**

**Guest Speaker: Henry Jenkins, Prof. of Communication, USC Annenberg School for Communication & Journalism**

#### **Reading:**

- (CR) C. Anderson, *Free: How Today's Smartest Businesses Profit by Giving Something for Nothing*, pp. 1-14, 27-28, 186-189
- (BB) Henry Jenkins, et. al., "Spreadable Media: Creating Value and Meaning in a Networked Culture, Ch. 1: Where Web 2.0 Went Wrong"

### **Thursday 29 March: Free Ride, Pt. 1**

#### **Reading:**

- Robert Levine, *Free Ride: How digital parasites are destroying the culture business, and how the culture business can fight back*, Introduction, Chs. 1-2
- (CR) Eduardo Porter, *The Price of Everything*, Ch. 6

## **Week 12**

### **Tuesday 3 April: Free Ride, Pt. 2**

#### **Reading:**

- R. Levine, *Free Ride*, Ch. 3
- (BB) L. Lessig, *Free Culture: How Big Media Uses Technology and the Law to Lock Down Culture and Control Creativity*, Introduction, Chs. 1-5

### **Thursday 5 April: Free Ride, Pt. 3**

#### **Reading:**

- R. Levine, *Free Ride*, Chs. 4, 6, 7
- (CR) Jonathan Knee, et al., *The Curse of the Mogul*, Ch. 5
- (BB) Glenn Peoples, "The Quiet Storm"; "Where the Flies Are," etc.

## **Week 13**

### **Tuesday 10 April: *The Art of Immersion*, Pt. 1**

#### **Reading:**

Frank Rose, *The Art of Immersion*, Prologue, Chs. 4, 7-8

A. Lotz, *The Television Will Be Revolutionized*, Ch. 7

**(CR)** Ted Magder, "The End of TV 101..." pp.137-156.

### **Thursday 12 April: *The Art of Immersion*, Pt. 2**

**Guest Speaker: Monica Koyama, VP Creative Services, FX Networks**

#### **Reading:**

F. Rose, *The Art of Immersion*, Ch. 10

A. Lotz, *The Television Will Be Revolutionized*, Ch. 5

## **Week 14**

### **Tuesday 17 April: *The Art of Immersion*, Pt. 3**

**Guest Speaker: Rebecca Keegan, Film writer, LA Times**

#### **Reading:**

Frank Rose, *The Art of Immersion*, Chs. 3, 6

**(CR)** Rebecca Keegan, *The Futurist: The Life and Films of James Cameron*,  
Introduction, Chs. 9-11

### **Thursday 19 April:**

**Group Presentations**

## **Week 15**

### **Tuesday 24 April**

**Group Presentations**

### **Thursday 26 April**

**Group Presentations & Review**

**In-Class Final Exam Due: May 9, 2012**