Instructor:
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Facetime (synthman1999@gmail.com)
Office: LPB 107
Office Hours: M/W 10-11:30am, Tu 2-4pm, Th 12-2pm; other meetings by appointment.

Course Description
MUIN 280 Communications in the Music Industry explores the history, theories, technologies, and practices of communications media, their continuing evolution and their relationship to the Music Industry. Technology and the expectations of the market are driving the music industry through a great period of change. Students will develop perspective, skills and a framework of understanding that will serve as tools for navigating the accelerated cycle of change in our industry.

Significant objectives include an understanding of:
- Historical perspective; telegraph, radio, TV, computers, Internet, digital audio and music
- Technology, monopoly, regulation, industry consolidation, emerging business models
- Computer, mobile, and digital delivery technologies and their impacts on the industry
- New delivery channels and competitive models shaping the future of the music industry.

Assignments, Exams, Discussion Board, and Participation
One midterm exam, two research papers, and one final exam will be assigned. In-class and online quizzes may be given without notice to assess student learning. In written assignments, students are expected to demonstrate their acquisition and understanding of important concepts, historical perspectives, and basic technological principals. Exams consist of multiple-choice and short answer questions based on materials presented in class and in the reading. A study guide will be available prior to each test. Tests must be taken during the scheduled times and cannot be made up at a later date.

To encourage awareness of music- and tech-oriented news, students are expected to post at least one message per week (beginning in week two) to the Discussion Board on Blackboard. This area serves as food for thought and further discussion, and valid topics include music, pop culture, media, technology, advertising, and the like. Each student must post total of ten messages before April 27th, 2015 (last week of classes). Please post regularly— a large number of messages posted during the last days of the semester may not receive full credit. Messages posted on or after April 27th will receive zero credit—no exceptions.

Because of the specialized nature of the subject, in-class attendance and participation are critical for understanding the material and concepts covered in this class. Students are expected to participate in class discussions. Participation in all class sessions will be noted and will count towards your final grade. Missing more than three classes will lower your participation grade by 25% per additional absence. In addition, missing more than four classes qualifies for being dropped from the course, or you may receive a grade of FAIL. If you cannot attend a class, it is your responsibility to get notes from Blackboard or a classmate. If an extenuating circumstance arises that forces you to miss more than the allowed classes, contact the instructor immediately.
Grading Information

1. Two written midterm/media assignments 35% total
2. Midterm and Final Exams 35% total
3. Quizzes, short written assignments 10% total
4. Class discussion board postings 10%
5. Class participation 10%

Letter grades are assigned strictly by percentage: 90+ = A, 80 – 89.99 = B, 70 – 79.99 = C, 60 – 69.99 = D, < 60 = F. Grades ending in 0 but less than 4 are minus, while those ending in 7 but less than 0 are plus (except for A, which has no plus grade). Grades are not “curved” or “rounded” – please do not ask.

Suggested Texts (highly recommended):

*Wired Magazine*

Note: All “recommended” reading is optional in that students will set their own reading agendas based upon the material currently being examined and personal interest, as well as to complete research assignments and participate in class discussion.

Communication:
Course material, documentation and grades will be posted on Blackboard at https://blackboard.usc.edu/ unless otherwise stated. It is your responsibility to learn to operate Blackboard. All e-mail correspondence regarding the class will be sent to USC email accounts only, so please check yours regularly! Note: take care to file messages so your mailbox does not fill up… if it does you will not get any new messages.

Written Assignments
Written assignments will be assigned and due dates announced during class. Research papers should follow APA 5th edition or MLA 6th edition format for in-text citations and references. I recommend http://www.citationmachine.net for online help. Use a spelling checker, and proof read carefully. Typographical, grammatical, and spelling errors will detract from your grade. If you need help with your paper, visit the Writing Center in THH 321.

All written assignments must be submitted to Blackboard as per the instructions on Blackboard, with an additional hard copy submitted in class. All files must be submitted as a PDF (preferred) or a Microsoft Word file. No exceptions.

Document name or title must be in the following format: NAME280TP (for a Term Paper). Late papers will be lowered one full grade. Papers overdue more than 48 hours will not be accepted without prior written arrangement with the instructor.

Academic Integrity
Your attention is directed to the principles of Academic Integrity as outlined in the current edition of SCampus. *Collaboration or sharing of information when preparing homework and
projects or during any exams is expressly forbidden unless specifically allowed by the instructor. Submitting a single work (or a derivative thereof) to satisfy more than one assignment is considered plagiarism.

USC is committed to the general principles of academic honesty that include and incorporate the concept of respect for the intellectual property of others, the expectation that individual work will be submitted unless otherwise allowed by an instructor, and the obligations both to protect one's own academic work from misuse by others as well as to avoid using another's work as one's own. By taking this course, students are expected to understand and abide by these principles. All submitted work for this course may be subject to an originality review as performed by Turnitin technologies <http://www.turnitin.com> to find textual similarities with other Internet content or previously submitted student work. Students of this course retain the copyright of their own original work, and Turnitin is not permitted to use student-submitted work for any other purpose than (a) performing an originality review of the work, and (b) including that work in the database against which it checks other student-submitted work.

Final Exam Schedule
Final Exams will be given according to the University Final Exam Schedule. Flights home and vacation plans are not considered valid reasons for re-scheduling a final.

Classroom Behavior
No sleeping or eating in class. Please exercise common courtesy during lectures and do not distract the class with talk or other disruptive behavior. If you need to carry on a non-related conversation, please do so outside of class. Use of electronic devices during class is considered disruptive. Ringing cell phones will be confiscated and given away as door prizes. Laptops may be used for note-taking only. Anyone found surfing the web, using email or chat, or playing games on a computer during class will be asked to leave the class. Before you can be readmitted to the class you must meet with the Department Chair.

Behavior that persistently or grossly interferes with classroom activities is considered disruptive behavior and may be subject to disciplinary action. Such behavior inhibits other students’ ability to learn and an instructor’s ability to teach. A student responsible for disruptive behavior may be required to leave class pending discussion and resolution of the problem and may be reported to the Office of Student Judicial Affairs for disciplinary action.

Disabilities:
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 (or to the TA if applicable) 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.
# Class Schedule (subject to tweakage)

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
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<tbody>
<tr>
<td>1</td>
<td>01/12</td>
<td>Introduction, outline of the class, reading &amp; sources. Monopoly, media business and regulation; stages of tech development. The telegraph as first electric communications medium/network. Edison, Marconi, Armstrong, DeForest, Sarnoff, Radio’s Golden Age. “Empire of the Air”.</td>
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<tr>
<td>2</td>
<td>01/19</td>
<td><em>Martin Luther King Day holiday</em> (Wednesday class meets). The “Soundies”. Modern radio, formats, satellite, consolidation, and future. HDR short essay. Television, cable, “unplugging”.</td>
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<tr>
<td>3</td>
<td>01/26</td>
<td>Electronic musical instruments, how they shaped pop music. “Alchemists of Sound” <strong>LAST WEEK TO DROP WITHOUT A “W”</strong></td>
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<tr>
<td>4</td>
<td>02/02</td>
<td>Computers from the mainframe to the phone. Personal computing, mobile, and Moore’s Law. The computer as a disruptive innovation.</td>
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<tr>
<td>6</td>
<td>02/16</td>
<td><em>President’s Day holiday</em> (Wednesday class meets) Security in a wired world; spam, phishing, home network security; avoiding identity and information theft.</td>
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<td>7</td>
<td>02/23</td>
<td><em>Research Project 1 due. Midterm Exam and Review</em></td>
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<tr>
<td>8</td>
<td>03/02</td>
<td>Impact of advertising, radio, television, movies and the web. “The Persuaders.” Demographics, tracking, cookies, and personalized advertising.</td>
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<tr>
<td>9</td>
<td>03/09</td>
<td>Benefits and economics of dedicated sites vs. social sites. Web hosts, CMS-based websites. DIY versus template-based sites. Website goals: the MDA. SEO and conversion. Blogging and RSS for SEO and traffic.</td>
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<tr>
<td>10</td>
<td>03/16</td>
<td><strong>Spring Recess.</strong></td>
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<tr>
<td>13</td>
<td>04/06</td>
<td>Video production for the web. Equipment, scripting, lighting and shooting. Desktop post production, file formats, distribution. <strong>LAST WEEK TO DROP WITH A “W”</strong></td>
</tr>
<tr>
<td>14</td>
<td>04/13</td>
<td>Creating and selling apps. The changing role of PR. The landing page. Email marketing and privacy. <em>Research Project 2 assigned.</em></td>
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<tr>
<td>15</td>
<td>04/20</td>
<td>Work on the web: outsourcing, off-shoring, and crowdsourcing.</td>
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<tr>
<td>16</td>
<td>04/27</td>
<td>The history of videogames. Current practices and production; sound for videogames. Opportunities in the game industry. <em>Research Project 2 due. Discussion Board closed for comments 05/1/14 @ midnight.</em></td>
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<tr>
<td></td>
<td>05/08</td>
<td><strong>Final Exam 11am – check the finals schedule to confirm date!</strong></td>
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Below, in no particular order, are some valuable sites and resources for media and technology watchers. Many of the sites below allow you to sign up for a daily digest email sent to you via email, or feature an RSS feed for newsreading. This allows you to look over the news features of the day collected from many other sources. This feature is highly useful. It allows you to browse, read at your discretion, and delete, without having to search the Net for these articles yourself.

**Media Sites**

http://www.digitalmusicnews.com/ This site is a must for class! Sign up for their daily email digest now!

http://www.kurthanson.com/ The Radio and Internet Newsletter. Daily digest available that is most informative. There are features and lots of news about Radio, Internet Radio, and the merging of technologies creating new media. You can also navigate back through the archives to find prior articles. A must read! Subscribe to the daily email digest.

http://mediaweek.com Mediaweek is a very good general source and one of my most trusted long time sources. Sign up for their daily digest email. There will be much info and news for discussion sources.

http://www.SXSW.com The South by Southwest website and a great source of mixed news links about the Music Industry, technology, convergence, indie and major artists, etc.

http://www.billboard.com/ Renowned source for all topics musical, including charts, radio information, touring, etc. This one needs no introduction and should be checked regularly.

www.pollstar.com The Industry web source for touring and live music information also has a print magazine subscription and an online subscription. Both feature data on current and past tours, events, venues, artists, etc. Very costly at well over $300 per year, but this is the source the professionals read. Subscription includes multiple sourcebooks for venue, booking, production services, management, and all related information for the live music industry updated yearly.

http://www.rwonline.com/ Radio World is a long running magazine dedicated to the broadcast radio biz. They have Newsbytes, a weekly digest dedicated to industry news, FCC, Digital Radio, etc. Great source. Sign up.

http://www.allaccess.com All Access is a great source for radio related information. Daily email update available. Requires site registration for access to news items.

**Media & Technology Sites**

http://www.eff.org The Electronic Frontier Foundation keep tabs on Technology, creativity, culture, and the Law. They watch out for the rights and freedoms of technology users. The major computer hardware, software, record companies and film and video companies are trying to tie up media in a way that ignores Fair Use and, that might be very costly to the average consumer. EFF is often the lone voice fighting on the side of the individual user. They have an email digest that is highly worth subscribing to.

http://wwwslashdot.com Hey, it’s so hip that the name has become a verb in geek circles – “OMG, we’ve been slashdotted!” which is to say you were mentioned on slashdot, and as a result your website got so many hits that the server crashed. A total geek experience, or as they like to say, it’s news for nerds.

http://www.engadget.com Get your fix of small, kewl electronic devices. If you have a birthday coming up, just send all your friends here. Also try http://www.gizmodo.com for more of the same.

http://www.theregister.com More geek news, this time with good writing and a bit of actual journalism instead of fanboy crap. Recommended, but be warned – it’s deeply geeked.

http://www.wired.com/ Wired magazine’s online site. Lots of technology and culture available on the site, and through a daily newsletter with many delivery options. Highly recommended.

http://news.cnet.com/ Cnet News is a great source for tech news. Daily email alerts can be customized by keyword, company, and topic. Great source.
**Misc. Association and Music Industry Sites**
http://www.afm.org American Federation of Musicians is the Union for performing musicians.
http://www.aftra.org/aftra/aftra.htm AFTRA American Federation of Television and Radio Artists
http://www.sag.org/sagWebApp/index.jsp SAG Screen Actors Guild
http://www.iatse-intl.org/index_flash.html IATSE Stage and Technical Union
http://www.bmi.com BMI Performance rights organization
http://www.ascap.com/index.html ASCAP Performance rights organization
http://www.sesac.com/home.asp SESAC Performance rights organization
http://www.riaa.com RIAA Record Industry trade group
http://www.ifpi.org/ IFPI International recording industry trade organization
http://www.aes.org/ The Audio Engineering Society. There is an AES Student Section at USC. Anyone interested in audio can join no matter their level of technical expertise.
http://www.namm.com/ The International musical instrument trade group. They produce the NAMM show in Anaheim every January.