COMM 430  
Global Entertainment  
Spring 2010

Instructor: Paolo Sigismondi, MBA, PhD
Section: 20644R, 02:00-04:50 pm Th, ASC 328
E-mail: sigismon@usc.edu
Office Hours: 4:30 – 6:30 pm Tuesday and by appointment

COURSE DESCRIPTION
The increase of economic and political linkages between nations and the development of new communication technologies globally have ushered in a new phase in the flow of international popular culture artifacts. In this new scenario, global entertainment is a key feature in the 21st century media landscapes and societies worldwide. The complexity of the phenomenon of international flows of entertainment content calls for an interdisciplinary approach through an analysis of its economic, political and cultural dimensions within the discourses of globalization, as the information and communication technology revolution unfolds.

This course surveys the economic, political, and cultural dimensions of the global entertainment marketplace, focusing on the international production and distribution of media products and services. It analyzes the economics of global entertainment, the evolution of its business practices and Hollywood’s global competitive advantage. It explores the political and cultural issues generated as entertainment content crosses national borders and reaches diverse and culturally situated audiences. Finally, specific relevant markets are analyzed to focus on how the aforementioned forces materialize in different regions of the world, drawing on current examples from the US, Latin America, Africa, Asia and Europe.

ABOUT THE INSTRUCTOR
Paolo Sigismondi, MBA, PhD has more than a decade of work experience in the global media and entertainment industry. He held executive positions in two of Europe’s largest media holding companies, Mediaset and Telemontecarlo networks, and most recently worked at Warner Bros., in its International Television Distribution division.

REQUIRED TEXTS


The rest of the readings are on reserve at the Annenberg Resource Center, or are available online. There may be additional short readings distributed in class.
ADA COMPLIANCE STATEMENT
Any student requesting academic accommodation 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 your instructor 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.

ACADEMIC INTEGRITY
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 of Communication to report all violations of the code. Any serious violations or pattern of violations of the Academic Integrity Code will result in the student’s expulsion from the Communication major or minor.

COURSE REQUIREMENTS
1. **Class participation.** Students are expected to make informed contributions to class discussions and online activities, coming to class having completed all assigned readings.
2. **Class presentation.** Students will be asked to identify and present relevant examples of global entertainment in assigned regions, explaining how they relate to the readings and topics discussed in class.
3. **Midterm exam.** There will be a closed book midterm exam on March 4.
4. **Course project.** Student will individually, or in groups, conduct research on a topic related to global entertainment. A one page synopsis of the project should be submitted for approval by March 30. The final presentations will take place in the last two weeks of classes, and they must include visual aids and a short paper (8-10 pages suggested).
5. **Final exam.** There will be a take-home final exam.

GRADING
Requirements will be weighed as follows:

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<tr>
<th>Requirement</th>
<th>Percentage</th>
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<tr>
<td>Class participation</td>
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<td>Class presentation</td>
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<td>Midterm exam</td>
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<td>Course project</td>
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<td>Final exam</td>
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Total 100% - 500 points
Class Schedule


**Week 2. Economics of the entertainment industry (Jan. 21)**


**Week 3. Hollywood’s global competitive advantage (Jan. 28)**


**Week 4. Global entertainment and the cultural imperialism question (Feb. 4)**


**Week 5. The politics of cultural trade: Soft power and cultural diplomacy (Feb. 11)**


Week 6. Cultural studies in global entertainment (Feb. 18)


Week 7. Global audiences’ reception studies (Feb. 25)


Week 8. Intellectual Property Rights and digital entertainment (Mar. 4)

MIDTERM EXAM

Week 9. Cross – national case studies and regional examples: Europe (Mar. 11)


MAR. 18--NO CLASS: SPRING RECESS


**Week 11 & 12. Regional examples: Asia (Apr. 1 & 8)**


**Week 13. Regional examples: Africa/Middle East (Apr. 15)**


**Week 14. Project presentations (Apr. 22)**

**Week 15. Project presentations (Apr. 29)**