Course Description: This course will provide an understanding of the worldwide tween mediascape. It will focus on TV, mobile, and online through a comprehensive assessment of academic texts. Each class will be devoted to several markets within a region where students will learn the key players in the market as well as the major social, corporate, technological, and/or regulatory issues there. Students will study both theoretical and practical aspects of worldwide youth media. This will include a review of globalization literature focusing on children’s media, localization, mobile culture, identity, branding, and social media.

Format of the Class
This is a lecture and discussion class, meeting three hours per week in one weekly session. The first half of each class will be devoted to a discussion of the assigned required readings. Students will be encouraged to participate actively in the discussion. Students are expected to read required readings. Suggested readings will be helpful for a better understanding of each topic. The second half of class will be devoted to student-prepared group PowerPoint / Keynote presentations providing an overview of the public and corporate mediascape for a particular territory or market (TV, Cable, Internet, Mobile, key production companies, local/regional regulations). In addition to group presentations, students will be required to prepare a final journal-style, academic paper in lieu of a final exam.

Course requirements: There are three requirements for the course:

1. Class participation – Regular attendance is required. Students are expected to contribute to class discussions and in-class activities. First, the required reading will be discussed in each class and students should be well versed in the readings. Students that are absent or do not speak up will lose participation points. Second, students are strongly encouraged to follow the tween entertainment industry news through KidScreen Daily and Cynopsis Kids (among other online publications).
2. **Group Presentations** – Students will be assigned into groups of two or three. Each group will be responsible for presenting a 60-75 minute overview of the mediascape in a particular territory / market with a focus on a tween TV, mobile, and internet. A snapshot of the major media broadcasters, distributors, and mobile service providers should be included. The sharing of foreign clips is welcomed but clips should be less than 3 minutes each. The goal in giving the presentation is to provide enough of a snapshot of the territory so that someone entirely unfamiliar with tween media could leave the classroom with the ability to speak competently regarding the mediascape in that territory. Presentations may be in Keynote or PowerPoint.

3. **Final Paper** – Students are required to research and write an academic paper relevant to topics discussed in this course. **Due on May 6, timestamped by 6 PM at the Faculty Mailroom**. The paper must not be entirely theoretical. Some original research must take place and must adhere to customary methodologies. Students are encouraged to focus on a transnational broadcaster or corporation, a specific territory or market, or a cultural trend across territories.

- Papers should be no longer than 6000 words (without notes and references).
- Please ensure that each paper is written in APA style. Refer to the APA manual.
- Papers must be type-written, double-spaced, with 12 point font.
- Papers should be stapled in the top left corner.
- Before you turn in your paper make sure you keep a copy of it.
- Finally, typos and spelling errors are unforgivable at this level and reflect poorly on submissions.
- Late submissions will be docked one grade level per day (‘A’ becomes ‘B’)

The following milestones for the paper are mandatory.

1. **Topic Selection (10%)** – Due by Feb 7
2. **Preliminary Reading List (10%)** – Due Feb 28 at the beginning of class
3. **Rough Drafts (10%)** – Due April 18 at the beginning of class
4. **Final Papers (70%)** – Due May 6 by 6 p.m.

**Grading:** Course requirements will be weighed as follows:

- Class participation 15%
- Group Presentation 25%
- Final Paper 60%

**Final grades:** The student’s final grade will be based on the total number of points earned. There will be no rounding. Plus/minus grades will be assigned according to the following scale:
<table>
<thead>
<tr>
<th>Letter Grade</th>
<th>Grade Range</th>
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<tbody>
<tr>
<td>A</td>
<td>94-100%</td>
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<tr>
<td>A-</td>
<td>90-93.99%</td>
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<tr>
<td>B+</td>
<td>87-89.99%</td>
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<tr>
<td>B</td>
<td>83-86.99%</td>
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<tr>
<td>B-</td>
<td>80-82.99%</td>
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<tr>
<td>C+</td>
<td>77-79.99%</td>
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<td>C</td>
<td>70-76.99%</td>
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<tr>
<td>F</td>
<td>69.99% or less</td>
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</table>

**Course materials:** One book is required for this course. Required readings which do not come from this book are available through the e-journals at the USC Library and will also be posted on Blackboard


**Suggested materials:**

Class schedule

**Week #1 – Overview & Globalization** (January 13, 2011)

**Week #2 – Overview & Globalization** (January 20, 2011)
Week #3 - EMEA pt 1 (EMEA Overview, UK, Benelux) (January 27, 2011)

EMEA Overview


UK


Benelux (Belgium, Netherlands, Luxembourg)


Week #4 – EMEA pt 2 (Italy, Germany, Spain) (February 3, 2011)

Italy


Germany, Switzerland, Austria


Spain


France

5. TBD

**Week #5 – EMEA pt 3 (Nordic, Greenland)** (February 10, 2011)

Norway


Finland


Sweden


Greenland


5. **Suggested reading:** Rygaard, Jett. “Youth Culture, Media and Globalization Processes in Greenland” *Young*, November 2003; vol. 11: pp. 291-308

**Week #6 – EMEA pt 4 (Middle East, Africa, Baltic)** (February 17, 2011)

**Middle East**
2. Guney, Ulku. “‘We see our people suffering’: the war, the mass media and the reproduction of Muslim identity among youth” *Media, War & Conflict*, August 2010; vol. 3: pp. 168-181.

**South Africa**

**Baltic**

**Week #7 – EMEA pt 5 (Russia, Poland, Czech/Hung)** (February 24, 2011)

**Russia**

5. **Suggested reading:** Elias, Nelly and Lemish, Dafna. “Media Uses in Immigrant Families: Torn between 'Inward' and 'Outward' Paths of Integration” *International Communication Gazette* February 2008 vol. 70 no. 1 21-40


Slovenia


Estonia


Czech/Hungary


**Week #8 – LatAm pt 1 (Argentina, Chile)** (March 3, 2011)

Argentina


Chile


**Week #9 – LatAm pt 2 (Brazil)** (March 10, 2011)


**Week #10 – LatAm pt 3 (Central America)** (March 24, 2011)

**Mexico**


**Guatemala**


**Week #11 – APAC pt 1 (Overview & India)** (March 31, 2011)

**APAC Overview**


**India**


**Week #12 – APAC pt 2 (China and Taiwan) (April 7, 2011)**


**Week #13 – APAC pt 3 (Southeast Asia, Korea) (April 14, 2011)**

Southeast Asia


Korea


4. **Suggested reading:** Yoon, Kyongwon. “Retraditionalizing the Mobile Young People’s Sociality and Mobile Phone Use in Seoul, South Korea” *European Journal of Cultural Studies*, August 2003; vol. 6(3): pp. 327-343.

**Week #14 – APAC pt 4 (Japan)** (April 21, 2011)


4. Matsuda, Misa. TBD.


**Week #15 – APAC pt 5 (Australia / NZ) (April 28, 2011)**

**Australia**


**New Zealand**


Academic Policies of USC Annenberg School for Communication

Plagiarism / Academic Integrity Plagiarism is defined as taking ideas or writings from another and passing them off as one’s own. The following is the Annenberg School for Communication’s policy on academic integrity: Since its founding, the USC Annenberg School of Communication has maintained a commitment to the highest standards of ethical conduct and academic excellence. Any student found guilty of plagiarism, fabrication, cheating on examinations, or purchasing papers or other assignments will receive a failing grade in the course and will be dismissed as a major from the School of Communication. There are no exceptions to the school’s policy.

Academic Accommodations Any students requesting academic accommodations based on a disability are required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP when adequate documentation is filed. Please be sure the letter is delivered to the professor as early in the semester as possible. DSP is open Monday through Friday, 8:30 a.m. – 5:00 p.m. The office is located in the Student Union, Room 301 and their phone number is (213) 740-0776.