

CMGT 559: GLOBAL HOLLYWOOD (Fall 2017)

Tuesday, 6:30-9:20pm

Room ASC 231

Professors Ben Lee and David Craig

Office hours are appointment only; email topic and reconfirm that day.

COURSE DESCRIPTION: Global Hollywood considers how Hollywood (U.S.-based media industries) are organized to operate globally, with an emphasis on film, television, and social media entertainment, including the relationship between Hollywood and Chollywood. Students will conduct research and analysis for how Chinese media industries, other global media industries (music, videogames), and another country's media industries operate globally.

COURSE GOALS

- To understand the market, policies, and practices of global and national media industries and become expert in one specific nation's media industries.
- To understand how to conduct media industries research, generate engaging and professional presentations, and develop networking skills with media professionals.

REQUIRED TEXTS

- [Mirrlees - Global entertainment media](#)
- [Kokas - Hollywood Made in China](#)
- OTHER READING: select multiple books that will help with either one of your projects; you must get approval from the Professor; these are some suggestions.
 - [Keane-Chinese Television](#)
 - [Wikstrom - The Music Industry](#)
 - [Nichols - VideoGame Industry](#)
 - [Finney - International Film Business](#)
- ADDITIONAL READINGS will be posted on Blackboard and are subject to change.

PREZITATIONS: all group presentations must be conducted in prez. Here are some tips:

- Everyone should sign up for a free edu account, take tutorials, and practice.
- Prezi COMPLIMENTS your speaking points, but does not repeat them.
- NO READING. Replace text with images, charts, tables, logos, and short videos.
- This is NOT POWERPOINT. Use frames, zooms, animation, etc.
- Design for CLARITY and ENGAGEMENT! If you are bored, so are we.
- BE CREATIVE, create your own design, do not use templates.
- See other users designs and pay attention to Professor Craig's prez lectures.

SYLLABUS (Subject to Change)

Date	Topics/ Class Projects	Readings (due before class)	Assignments
8/22	Global Hollywood exercise; WHAT IS GLOBAL HWOOD? syllabus and assignments		
8/29	How to READ, REVIEW and BLOG Academic research and industry reports	2016 McKinsey Global Media Report 2016 ITA Media Report Curtin - Global Media Capital Movius - Cultural Globalization	Start Blogging; 1st blog posted In class
9/5	Media Industry Research Sample: France Media	Mirrless - Intro - Chapter 2	
9/12	IS HOLLYWOOD FILM AMERICAN?	2016 Theatrical Market Statics Mirrlees - Chapter 3-4 Jin - Global Film Industries	Choose Group and Nation Projects in class
9/19	IS US TV GLOBAL?	Mirrlees - Chapter 5-conclusion 2015 MIP TV Buyers Report	
9/26	GLOBAL SOCIAL MEDIA ENTERTAINMENT	Jin - Platform Imperialism Craig- YouTube & MCNs	Get reading approval from Profs in class
10/3	CHINESE MEDIA	Kokas - Intro-3 2016 PWC Chinese Media UTA Chinese Co-Pro Report	
10/10	Guest	Kokas - 4-conclusion Zhao- Chinese Youku Craig Cai Lv - IJOC Interview UTA Chinese Creator Report	Review Group Outline in class
10/17	Guest	Other Reading	Review Group Prezis in class
10/24	Other Global Media Industry Prezitations	Other Reading	Paper outline review in class
10/31	Chinese Media Industry Prezitations	Other Reading	
11/7	Guest; project prep	11/21 Papers Due	11/21 Papers Due
11/14	Guest; project prep	11/28 Papers Due	11/28 Papers Due Review 11/21 Prezis in class
11/21	National Prezitations		Review 11/28 Prezis in class
11/28	National Prezitations		
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COURSE GRADING and ASSIGNMENTS

30 Points	Blog (individual) - 3 points each
20 Points	Other Global/Chinese media industries presentation (Group)
30 Points	National Media Industries paper (Individual)
20 Points	National Media Industries presentation (Group)

BLOG: (INDIVIDUAL)

- Conduct and write a 3-sentence analysis of that week's reading.
- Find a news article online from THAT WEEK that relates to THAT WEEK'S READING.
- Write 2-sentences that relate the news item to the reading.
- CORRECTLY cite the reading per APA format and post a WORKING HYPERLINK
- You must post each week that reading is do.
- Read other posts and do not repeat their news items.
- Sources may include Cynopsis, Deadline, Hollywood Reporter, Variety, and others.

OTHER GLOBAL/CHINESE MEDIA INDUSTRIES PRESENTATION (GROUP):

The class will be divided into groups and assigned one of these areas and topics.

- Other Global Media Industries, including music, videogames, publishing, sports, other options will be considered but must be approved in advance.
- Chinese Media ownership, regulation, film franchises, TV formats, Social Media Entertainment

THESIS: WHAT IS THEIR GLOBAL INFLUENCE? For example,

- Chinese media ownership, what are the top 3 Chinese media companies and do these companies operate outside of China?
- Music industry, who owns the top 3 global music labels? who produced global top 10? where is the largest music market?
- Videogames, what are the top 3 global videogames publishes, who designs and publishes them, who owns these companies, and where are they based?
- Chinese Media Regulation, describe 3 policies that affect Chinese GLOBAL media production abroad and non-Chinese media production within China?

INSTRUCTIONS:

- Conduct online research and analysis
- Prepare a 1-page outline, with at least 3 conclusions supported by your research.
- Find images, charts, tables, logos, and (short) videos to compliment your outline
- Present in Prezi; everyone must present, no notes, be professional, 15 minutes max.

GRADING: research and analysis, Prezi design, and performance.

NATIONAL MEDIA INDUSTRIES CASE STUDY: INDIVIDUAL PAPER and GROUP PREZITATION

The class will be divided into groups of five and assigned a nation. You cannot research your own country. our group should decide who will research what topic: media ownership, regulation, film franchises, TV formats, or social media entertainment.

INSTRUCTIONS:

- **INDIVIDUAL PAPER:** EACH person is to write a 2500-word research paper on their topic in APA format, including citations. Your paper thesis asks how does your topic inform how your nation's media industries operate globally?
 - Conduct research, including data AND analysis.
 - Write 1- page outline for Professors to review.
 - Write and deliver paper according to the date assigned.
- **GROUP PREZITATION:** EACH group is to present their combined research and analysis in class in Prezi for 30 minutes on the dates assigned. Your group thesis is how does that nation's media industries operate transnationally?

GRADING:

- papers will be graded based on your research, analysis, and APA formatting.
- presentations will be graded based on clear design and conclusion and performance.

Late assignments/Emergencies: No late assignments will be accepted. If you have a legitimate and verifiable emergency that makes it impossible to turn in your assignment you must:

- (1) email me before the beginning of class the day the assignment is due to notify me of your emergency,
- (2) provide official proof (doctor's note or other evidence) and
- (3) arrange to email the assignment at a time to be determined.

Academic Conduct

- Plagiarism – presenting someone else's ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in *SCampus* in Section 11, *Behavior Violating University Standards* <https://scampus.usc.edu/1100-behavior-violating-university-standards-and-appropriate-sanctions>
- Other forms of academic dishonesty are equally unacceptable. See additional information in *SCampus* and university policies on scientific misconduct, <http://policy.usc.edu/scientific-misconduct>.
- Discrimination, sexual assault, and harassment are not tolerated by the university.
- You are encouraged to report any incidents to the *Office of Equity and Diversity* <http://equity.usc.edu> or to the *Department of Public Safety* <http://capsnet.usc.edu/department/department-public-safety/online-forms/contact-us>.
- This is important for the safety of the whole USC community. Another member of the university community – such as a friend, classmate, advisor, or faculty member – can help initiate the report, or can initiate the report on behalf of another person. *The Center for Women and Men* <http://www.usc.edu/student-affairs/cwm/> provides 24/7 confidential support, and the sexual assault resource center webpage <http://sarc.usc.edu> describes reporting options and other resources.

Support Systems

- A number of USC's schools provide support for students who need help with scholarly writing. Check with your advisor or program staff to find out more. Students whose primary language is not English should check with the *American Language Institute* <http://dornsife.usc.edu/ali>, which sponsors courses and workshops specifically for international graduate students.
- *The Office of Disability Services and Programs* http://sait.usc.edu/academicsupport/centerprograms/dsp/home_index.html provides certification for students with disabilities and helps arrange the relevant accommodations.
- If an officially declared emergency makes travel to campus infeasible, *USC Emergency Information* <http://emergency.usc.edu> will provide safety and other updates, including ways in which instruction will be continued by means of blackboard, teleconferencing, and other technology.