

CMGT 559: GLOBAL HOLLYWOOD
Professor David Craig
Fall 2018

Office location: ASC 321A
Office hours: 5pm prior to class; by appointment only via email
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COURSE DESCRIPTION: Global Hollywood examines how national media industries operate transnationally and globally. Informed by theories of media imperialism and globalization, we will evaluate media industries through the frameworks of capital, governance, labor, content, and audience. Combining lectures, reading, and guest speakers, the class will examine how the U.S. media industries, including film, TV, and social media entertainment, are structurally designed to operate globally. For their first project, students will apply these same frameworks to describe the global music, videogame, and application industries. Framed by theories of media imperialism and globalization, for their individual case studies, students will research and present on a single nation's media industries to evaluate how these are organized and operate transnationally, regionally, and globally. The class will sometimes meet jointly with Dr. Lee's CMGT 580 class in Chinese Media.

READING: AVAILABLE IN BOOKSTORE OR ON BLACKBOARD:

- Mirrlees, T. (2013). *Global Entertainment Media: Between Cultural Imperialism and Cultural Globalization*. London; Routledge.
- Straubhaar, J. (2007). *World TV: From Global to Local*. Sage Productions.
- Craig, D., Cai, H, and Lv, J. (2016). "Mapping and Managing Chinese Social Media Entertainment: A Conversation with Heng Cai, Chinese Media Entrepreneur" in *International Journal of Communication*. 10: 5463-5472.
- Cunningham, S. and Craig, D. (2016) "Online Entertainment: A new wave of media globalization?" *International Journal of Communication*, 10: 5409–5425.
- Jin, D.Y. (2013) "The construction of platform imperialism in the globalization era." *tripleC*, 11(1): 145–172.
- McKinsey Global Media Report (2016). Retrieved from www.mckinsey.com
- MPAA Theatrical Market Statistics 2016. Retrieved from https://www.mpa.org/wp-content/uploads/2017/03/MPAA-Theatrical-Market-Statistics-2016_Final.pdf
- Zhao, E. (2106) "Professionalization of Amateur Production in Online Screen Entertainment in China: Hopes, Frustrations and Uncertainties." *International Journal of Communication*, 10(2016): 5444–5462.

CLASS SCHEDULE (Subject to Change)

Yellow means merged class with Dr. Lee's CMGT 580 Chinese Media

DATE	Topics/ Class Projects	Readings (due before class)	Assignments
8/21	Assignment; syllabus		
8/28	Global Hollywood; Research and blogging	Mirrless/ Intro-3 2016 McKinsey	Post 1st blog In class
9/4	Sample Case; Assignments	Mirrlees/ 4-conclusion	Choose projects
9/11	SOCIAL MEDIA ENTERTAINMENT	Jin/ Platform Imperialism Cunningham & Craig	
9/18	US FILM lecture	World TV/ 1-3 2016 MPAA Report	
9/25	US TV Lecture	World TV/ 4-7 2017 MIP reports	
10/2	IN CLASS REVIEW	World TV/ 8-9	Outlines due
10/9	CHINESE WANG HONG	Zhao/Online Entertainment Craig Cai Lv /Chinese SME	
10/16	Guest Speakers	Other Reading	Global Media Prezis due
10/23	Guest Speakers	Other Reading	Global Media Prezis due
10/30	PRESENT: Global Media	Other Reading	Start presentation blogging
11/6	PRESENT: Global Media	Other Reading	National Prezis due
11/13	National Presentations		National Prezis due
11/20	National Presentations		National Prezis due
11/28	National Presentations		
12/1	Final		Final Blog post due

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

- Everyone should sign up for a free edu account, take tutorials, and practice.
- Prezi complements your speaking points, but does not repeat them.
- Limit text. Use images, charts, tables, logos, and short videos.
- Prezi is more dynamic than Powerpoint. Use frames, animation, etc.
- Design for clarity and engagement. If you are bored, so are we.
- See other user's designs and pay attention to Professor Craig's Prezi lectures.

ASSIGNMENTS

- 30 Blog (15 posts x 2 points each)**
- 30 Global Media Presentation (Group)**
- 40 National Presentation (individual)**

BLOG: (INDIVIDUAL)

- Conduct and write a 3-sentence summary of that week's reading.
- Find a news article online from that past that relates to that week's reading.
- Write 2-sentences that relate the news item to the reading.
- Reference the reading in APA format and post a link to the news item.
- You must post each week the blog is due. You may not go back.
- Do not repeat the same new items that others have posted.
- Use reliable news sites, e.g., Deadline, Hollywood Reporter, Variety, Wired, etc.
- FOR PRESENTATION WEEKS, you are to blog about the presentations, critically comparing each presentation with regards to their research, analysis, design, and performance.
- FINAL BLOG should discuss the theories of media globalization and imperialism with regards to the national media presentations.

GLOBAL MEDIA PROJECTS: The class will be divided into groups and assigned to research and present on the state of Global Music, Videogames, or Applications. You **MUST** follow the frameworks described in Mirrlees, including media capital, governance, producing, design & audiences. **INSTRUCTIONS:** further instruction will be provided in class.

- Conduct initial research and assign topics to each member of the group.
- Each person should further research each topic to discuss at least 3 key points.
- The group should prepare a 1-page outline to be reviewed in class.
- Prepare a Prezi based on the outline to be reviewed in class.
- Presentations are tbd. Every member must participate.

GRADING: 30 points total

- A single grade will be provided to each group and not individually.
- 15 points for conducting research and analysis around your topic.
- 15 points for following instructions, delivering outlines in proper form and length, a well-designed rough and final Prezi, and a professional and confident performance.

NATIONAL PROJECTS: Each student will conduct research and present how other national media industries operate transnationally. You should analyze your research through the lens of media imperialism and globalization. Further instructions will be provided in class.

- Select a country from another own region and language to understand and analyze how these industries operate transnationally.
- Conduct online research that includes business and trade sites, as well as academic books and peer-reviewed journal articles.
- When instructed, deliver a 2-3 page outline in bullet format that describes your research to date. You should expect to revise after my notes.
- When instructed, deliver a complete rough draft of your Prezi that complements your outline and expect to make design changes after my notes.
- For your Prezitations, length is tbd. You are to present your research professionally and confidently. You should upload your Prezi on Blackboard after.

GRADING: 40 points total

- 20 points for thorough research and theoretical analysis
- 20 points for following instructions, a well-designed Prezi and professional presentation.

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.