

CMGT 559: GLOBAL HOLLYWOOD Fall 2019

Professor David Craig

Email: davidcra@usc.edu

Office: A 321A

Office Hours: 5pm before class; by appointment only; send an email in advance, include the reason for the appointment, and reconfirm the appointment on the day.

COURSE DESCRIPTION: Global Hollywood examines how all national media industries complete 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. and Chinese media industries, including film, TV, video games, and creator industries, operate globally. For their global media project, students will apply these frameworks to map global media ownership, streaming video portals, music, e-sports, and mobile applications. For their national case studies, students evaluate how another 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.

OBJECTIVES:

- Understand how media industries are structured and framed by theories of media globalization, political economy, cultural materialism, and cultural studies.
- Become an expert in the global strategies of a national media industry; and,
- Develop transferrable skills, e.g., crafting visual presentations and conducting research.

COURSE READINGS (Some books are available in the bookstores; others are online):

- [*Global Entertainment Media: Between Cultural Imperialism and Cultural Globalization.*](#)
- [Netflix Nations](#)
- Additional reading will be provided on Blackboard.

CLASS SCHEDULE (Subject to Change)

DATE	Topics/ Class Projects	Readings (due before class)	Assignments
8/27	In class assignment; syllabus		
9/3	Global Hollywood; How to Blog	Mirrless/Intro-2 2018 PWC Report	Post 1st blog In class
9/10	Presentation Instructions Sample National Presentation	Mirrlees/ 3-4 2018 Digital Media	Select NATIONAL MEDIA PROJECTS
9/17	Global Film	Mirrlees/ 5-conclusion 2018 MPAA Theme	
9/24	Global TV; Assign Global Media Presentations	Netflix/ Intro-2 2018 Parrot Global TV	
10/1	Global Games	Williams/ US Video Games 2018 Nielsen Games	
10/8	SME/Wanghong; Review Global Media Outlines; Assign Mirrlees summaries	China Live Global SME 2018 We are Social	Email Global Media outlines by 5pm
10/15	MIRRLEES summaries; Review Global media prezis	Netflix/ 3-4	Email Global Media prezis by 5pm
10/22	Global Media Presentations	Netflix/ 5-conclusion	
10/29	Guest; review National Media outlines	Glocalization/ 1-5	Email National Media outlines by 5pm
11/5	Guest; review national media prezis and assign order	Glocalization/ 6-10	Email National media prezi outlines by 5pm
11/12	National Media Presentations	Presentation Blog	
11/19	National Media Presentations	Presentation blog	Presentation blog
11/26	National Media Presentations	Presentation blog	Presentation blog
12/3	National Media Presentations	Presentation blog	Presentation blog
12/12	Final	Final Blog	Final blog

GRADING: Grading is on a point system. You will have points deducted based on these criteria: not following directions, e.g., missing blogs, failure to turn in outlines, etc.; weak research, including missing data, failure to conduct analysis, etc.; and, poor presentation design and performance.

Letter Grade	Percentage
A	90%-100%
B	80%-89%
C	70%-79%
D	60%-69%
F	0%-59%

ASSIGNMENTS

- 45 Blog (15 posts x 3 points including reading, presentation, and final blogs)
- 20 Global Media Presentation

35 National Media Presentation

BLOG: (INDIVIDUAL): Reading, Presentation, and Final

- READING:
 - Write a summary of the reading that relates to a RECENT news article online.
 - Cite the reading in APA format AND post a working link to the news item.
 - You must post each week and man not repeat what others have posted.
 - Use reliable news sites, e.g., Deadline, Hollywood Reporter, Variety, Wired, etc.
- PRESENTATIONS: after each week, comparatively analysis everyone’s national presentation with regards to their research, analysis, design, and performance.
- FINAL: compare all the national media presentations framed by theories of media globalization and imperialism.
- Further instruction will be provided in class.

GLOBAL MEDIA PROJECTS: The class will be divided into groups and assigned to research and present on the state of Global Ownership, Music, Esports, or Applications. Follow the frameworks in Mirrlees, including media capital, governance, producing, design & audiences.

- 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.
- Further instruction will be provided in class.

GRADING: 20 points for the ENTIRE group based on research and presentation

NATIONAL PROJECTS: Students will be divided into groups to 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 professionally and confidently.
- You should upload your Prezi on Blackboard after class for reference for the blog posts.

GRADING: 35 points for the ENTIRE group based on research AND presentation

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.

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:

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

Statement on Academic Conduct and Support Systems

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 Part B, Section 11, “Behavior Violating University Standards” policy.usc.edu/scampus-part-b. 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>.

Support Systems:

- *Student Counseling Services (SCS)* – (213) 740-7711 – 24/7 on call Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention. engemannshc.usc.edu/counseling
- *National Suicide Prevention Lifeline* – 1 (800) 273-8255 Provides free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week. www.suicidepreventionlifeline.org
- *Relationship and Sexual Violence Prevention Services (RSVP)* – (213) 740-4900 – 24/7 on call Free and confidential therapy services, workshops, and training for situations related to gender-based harm. engemannshc.usc.edu/rsvp
- *Sexual Assault Resource Center* For more information about how to get help or help a survivor, rights, reporting options, and additional resources, visit the website: sarc.usc.edu
- *Office of Equity and Diversity (OED)/Title IX Compliance* – (213) 740-5086 Works with faculty, staff, visitors, applicants, and students around issues of protected class. equity.usc.edu
- *Bias Assessment Response and Support* Incidents of bias, hate crimes and microaggressions need to be reported allowing for appropriate investigation and response. studentaffairs.usc.edu/bias-assessment-response-support
- *The Office of Disability Services and Programs* Provides certification for students with disabilities and helps arrange relevant accommodations. dsp.usc.edu
- *Student Support and Advocacy* – (213) 821-4710 Assists students and families in resolving complex issues adversely affecting their success as a student EX: personal, financial, and academic. studentaffairs.usc.edu/ssa
- *Diversity at USC* Information on events, programs and training, the Diversity Task Force (including representatives for each school), chronology, participation, and various resources for students. diversity.usc.edu
- *USC Emergency Information* Provides safety and other updates, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible. emergency.usc.edu
- *USC Department of Public Safety* – UPC: (213) 740-4321 – HSC: (323) 442-1000 – 24-hour emergency or to report a crime. Provides overall safety to USC community. dps.usc.edu