

Spring 2020 – Wednesday – 3:30 – 6:20pm

Section: 20644R

Location: ANN 305

Instructor: Tom Kemper

Office: By appointment

Office Hours: By appointment

Contact Info: tomaskemper@gmail.com

This course explores the economic characteristics of American media and entertainment industries from historical and contemporary perspective. The goal is to understand the economic choices made in the peculiar case of producing entertainment products. How do players in these fields contribute to and navigate the unique questions and decisions posed by creative production.

There will be considerable time spent on media history and how the industries developed, and why they developed the way they did. Some of the answers will derive from economic theory and others from the historical contexts (policy decisions, cultural context, laws and regulations, monopoly law, and so forth). The course emphasizes innovation and technological convergence, regulatory structure, programming strategies, and the disruption of the traditional advertiser-driven business models.

Required Texts:

David Byrne, *How Music Works*

Richard Caves, *Creative Industries: Contracts Between Art and Commerce*

Richard Caves, *Switching Channels: Organization and Change in TV Broadcasting*

David Passman, *All You Need to Know About the Music Business*

Timothy Wu, *The Curse of Bigness: Antitrust in the New Gilded Age*

Grading

Evaluation	Points	% of Grade
Participation		15%
Take-home Midterm (5-7 pages)		30%
Media Industry Report		20%
Prospectus		5%
Research Paper (Due Friday May 8)		30%

Grading Scale

95% to 100%: A	80% to 83%: B-	67% to 69%: D+
90% to 94%: A-	77% to 79%: C+	64% to 66%: D
87% to 89%: B+	74% to 76%: C	60% to 63%: D-
84% to 86%: B	70% to 73%: C-	0% to 59%: F

All assignments are due on the dates specified with a hard copy turned in at the start of class and a digital version submitted via Turnitin (Blackboard).

No Laptop Policy!

The majority of research on this issue concludes that the use of laptops to take notes actually detracts from a student's ability to think through and conceptualize ideas and concepts rather than simply regurgitate them. **We will be using our laptops only (if at all) in very carefully framed ways, and note taking will take place by hand.** You should also purchase a physical copy of the books as, similarly, recent research suggests that reading a book on-line results in increasingly superficial responses to the text. Should you have a learning accommodation which is offset by the opportunity to take notes on a computer then please talk to me about this.

Course Schedule: A Weekly Breakdown

Important note to students: Be advised that this syllabus is subject to change - and probably will change - based on the progress of the class, news events, and/or guest speaker availability.

	Topics/Daily Activities	Readings and Homework	Deliverable/Due Dates
Week 1 Jan 15	Introduction to the course		
Week 2 Jan 22	Art Worlds and Classical Economics	Selections from Becker, <i>Art Worlds</i> and Adam Smith, <i>The Wealth of Nations</i>	[MLK Day: Monday, January 20]
Week 3 Jan 29	Publishing	Selection from Becker, <i>Art Worlds</i> R. Caves, Ch. 3, 11, and 12, in <i>Creative Industries</i>	
Week 4 Feb 5	Creative Economies	R. Caves, "Introduction" and Ch. 1 & 13	
Week 5 Feb 12	Radio	R. Caves, Ch. 18	

Week 6 Feb 19	The Film Industry	R. Caves, Ch. 5, 7, & 8	[President's Day: Monday, February 17]
Week 7 Feb 26	The Film Industry	R. Caves, Ch. 10 Kemper on contracts Passman, Ch. 3 & 6, in <i>All You Need to Know About the Music Business</i>	
Week 8 Mar 4	The Television Industry	Caves, Introduction, Ch. 1 & 2, in <i>Switching Channels</i>	
Week 9 Mar 11	The Television Industry	Caves, Ch. 6, 6, & 7 in <i>Switching Channels</i>	
Spring Break Dates: 3/16-3/20	No Classes		
Week 10 Mar 25	The Music Industry	Caves Ch. 9 & 18 in <i>Creative Industries</i> Passman Ch. 7, 8, 9, & 13 in <i>All You Need to Know About the Music Business</i>	
Week 11 Apr 1	The Music Industry	Passman, Ch. 1, 2, 12, 15, 16, 23, & 24 Rec: Byrne, <i>How Music Works</i> , Ch. 1, 2, & 5	
Week 12 Apr 8	The Music Industry	Byrne, <i>How Music Works</i> , Ch. 3, 4, 7, & 9	
Week 13 Apr 15	Contemporary Issues	Caves, <i>Switching Channels</i> Ch. 9 & Epilogue	
Week 14 Apr 22	Contemporary Issues	Timothy Wu, <i>The Curse of Bigness</i> (complete)	
Week 15 Apr 29	TBA	TBA	
STUDY DAYS Dates: 5/2-5/5			
FINAL EXAM PERIOD Dates: 5/6-5/13	Research Paper Due	Friday May 8 2-4pm	

Add/Drop Dates for Session 001 (15 weeks: 1/13/20 – 5/1/20)

Friday, January 31: Last day to register and add classes for Session 001

Friday, January 31: Last day to drop a class without a mark of “W,” except for Monday-only classes, and receive a refund for Session 001

Tuesday, February 4: Last day to drop a Monday-only class without a mark of “W” and receive a refund for Session 001

Friday, February 28: Last day to drop a course without a mark of “W” on the transcript for Session 001. [Please drop any course by the end of week three (or the 20 percent mark of the session) to avoid tuition charges.]

Friday, February 28: Last day to change pass/no pass to letter grade for Session 001. [All major and minor courses must be taken for a letter grade.]

Friday, April 3: Last day to drop a class with a mark of “W” for Session 001

Statement on Academic Conduct and Support Systems

a. Academic Conduct

Plagiarism

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, policy.usc.edu/scientific-misconduct.

b. Support Systems

Counseling and Mental Health - (213) 740-9355 – 24/7 on call
studenthealth.usc.edu/counseling

Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention.

National Suicide Prevention Lifeline - 1 (800) 273-8255 – 24/7 on call
suicidepreventionlifeline.org

Free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week.

Relationship and Sexual Violence Prevention and Services (RSVP) - (213) 740-9355(WELL),
press “0” after hours – 24/7 on call
studenthealth.usc.edu/sexual-assault

Free and confidential therapy services, workshops, and training for situations related to gender-based harm.

Office of Equity and Diversity (OED)- (213) 740-5086 / *Title IX* – (213) 821-8298
equity.usc.edu, titleix.usc.edu

Information about how to get help or help someone affected by harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants. The university prohibits discrimination or harassment based on the following *protected characteristics*: race, color, national origin, ancestry, religion, sex, gender, gender identity, gender expression, sexual orientation, age, physical disability, medical condition, mental disability, marital status, pregnancy, veteran status, genetic information, and any other characteristic which may be specified in applicable laws and governmental regulations. The university also prohibits sexual assault, non-consensual sexual contact, sexual misconduct, intimate partner violence, stalking, malicious dissuasion, retaliation, and violation of interim measures.

Reporting Incidents of Bias or Harassment - (213) 740-5086 or (213) 821-8298
usc-advocate.symplicity.com/care_report

Avenue to report incidents of bias, hate crimes, and microaggressions to the Office of Equity and Diversity | Title IX for appropriate investigation, supportive measures, and response.

The Office of Disability Services and Programs - (213) 740-0776
dsp.usc.edu

Support and accommodations for students with disabilities. Services include assistance in providing readers/notetakers/interpreters, special accommodations for test taking needs, assistance with architectural barriers, assistive technology, and support for individual needs.

USC Support and Advocacy - (213) 821-4710
uscса.usc.edu

Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as a student.

Diversity at USC - (213) 740-2101
diversity.usc.edu

Information on events, programs and training, the Provost's Diversity and Inclusion Council, Diversity Liaisons for each academic school, chronology, participation, and various resources for students.

USC Emergency - *UPC*: (213) 740-4321, *HSC*: (323) 442-1000 – 24/7 on call
dps.usc.edu, emergency.usc.edu

Emergency assistance and avenue to report a crime. Latest updates regarding safety, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible.

USC Department of Public Safety - *UPC*: (213) 740-6000, *HSC*: (323) 442-120 – 24/7 on call

dps.usc.edu

Non-emergency assistance or information.

Annenberg Student Success Fund

<https://annenberg.usc.edu/current-students/resources/additional-funding-resources>

The Annenberg Student Success Fund is a donor-funded financial aid account available to USC Annenberg undergraduate and graduate students for non-tuition expenses related to extra- and co-curricular programs and opportunities.

Breaking Bread Program [undergraduate students only]

<https://undergrad.usc.edu/faculty/bread/>

The Breaking Bread Program is designed to provide individual undergraduate students with an opportunity to meet and have scholarly discussions with faculty members outside of the normal classroom setting. Through this program, students and faculty enjoy good company and great conversation by literally “breaking bread” over a meal together and USC will pick up the tab! Your meal event can take place anywhere outside of the normal classroom setting. Your venue can be a restaurant or eatery on or off-campus.