

C207--Introduction to Media Industries and Management
Spring Semester, 2020
Section 4006

Professor

Dr. Robert F. Potter
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812-856-2546

Office hours: Wednesdays from 1-3pm in FF 019

Note: It is best to email me to let me know you are coming rather than dropping in.
“Drop ins” are welcome, but appointments get first priority.

Class Meetings

MW 4-5:15pm
RTV 251

Graduate Assistants

Junghyun Moon
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Office hours: Tuesdays and Thursdays from 11am-Noon in FF218

Xu Yang
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Office hours: Wednesdays from 1:20-2:20pm FF Stack 4

Course Description

This course provides students with an overview of practices in the media industries in general, along with historical background and current issues in specific key industries such as broadcast and cable television, the internet and mobile media, journalism, magazines, music, radio/audio, film, and gaming.

Required Text

Turow, J. (2017). *Media Today: Mass Communication in a Converging World* (6th Edition). Routledge Publishing

As noted in the Schedule of Classes, this course uses IU eTexts. Your copy of the text is available through your Canvas class page. In the menu at the left of the Canvas page, click on “Unizin Engage (IU eTexts)” to open the Engage reading platform.

In the top right corner of the Engage homepage, click on your initials/photo, then Click on the Help link. Click on “Students” to access quick overviews of how to navigate the platform and all the general studying/learning features – reading, note-taking, highlighting, questioning, printing, bookmarking, searching, and collaborating.

Also on the Engage homepage you should see the book covers for all the IU etexts your different courses are using this semester. Click on the one for *Media Today* to get started in this course.

Engage works best with Firefox or Chrome.

***** Useful study materials available at the textbook companion website:**

<http://www.routledge.com/cw/turow>

OTHER IMPORTANT ADMINISTRATIVE INFORMATION

Software Access

Get no-cost access to hundreds of software programs and applications.

Use [IUware](#) to install software directly onto your hard drive. Use [IUanyWare](#) to stream 400+ apps on your desktop or through the mobile app with your IU login.

Disabilities

To request disability accommodations, please contact IU Disabilities Services (855-3508) or visit [their Website](#) for more information.

Academic Misconduct

All acts of dishonesty in any academic work constitute academic misconduct. This includes, but is not limited to, the following:

Cheating-using or attempting to use unauthorized materials, information, or study aids in any academic exercise. This includes purchased notes or materials.

Plagiarism-representing the words, ideas, or data of another as one's own in any academic exercise. [How to Recognize Plagiarism](#)

Fabrication-unauthorized falsification or invention of any information or citation in an academic exercise.

Aiding or abetting academic dishonesty-intentionally or knowingly helping or attempting to help another student commit an act of academic dishonesty.

Academic Misconduct will not be tolerated in this class. If misconduct is suspected, Dr. Potter is required to meet with you to discuss it. A summary of the incident, our discussion, any evidence, and a description of the sanction will be sent to the [Office of Student Conduct](#). Consequences may include a grade reduction on your assignment and/or your course grade. You have the right to appeal this sanction and the Office of Student Conduct will inform you of that process.

Religious Holidays

According to IU policy, accommodations will be made if you need to miss class for observance of a religious holiday. [Find out details here](#).

Sexual Misconduct and Title IX

As your instructor, one of Dr. Potter's responsibilities is to create a positive learning environment for all students. Title IX and IU's Sexual Misconduct Policy prohibit sexual misconduct in any form, including sexual harassment, sexual assault, stalking, and dating and domestic violence. If you have experienced sexual misconduct, or know someone who has, the University can help.

If you are seeking help and would like to speak to someone confidentially, you can make an appointment with:

The Sexual Assault Crisis Services (SACS) at (812) 855-8900
(counseling services)

Confidential Victim Advocates (CVA) at (812) 856-2469
(advocacy & advice services)

IU Health Center at (812) 855-4011
(health & medical services)

It is also important that you know that Title IX and University policy require Dr. Potter to share any information brought to his attention about potential sexual misconduct, with the campus Deputy Title IX Coordinator or IU's Title IX Coordinator. In that event, those individuals will work to ensure that appropriate measures are taken and resources are made available.

Protecting student privacy is of utmost concern, and information will only be shared with those that need to know to ensure the University can respond and assist.

You are encouraged to visit stopsexualviolence.iu.edu to learn more.

Course Tasks

Textbook Reading Quizzes:

Every assigned chapter from the textbook will have an accompanying reading quiz available through the Quizzes Tab of the course Canvas page. The moment you begin a quiz you will have only 30 minutes to complete it.

Each quiz is worth 10 points. [Total possible: 140 points]

Reading quizzes must be completed before the lecture on the day they are assigned.

You are encouraged to keep up on the readings as the semester goes along and make sure you understand what is covered in the reading quizzes—these are the topics that will make up a significant portion of your exams.

Reboots:

You must bring an 8 ½ x 11 sheet of paper, and a writing utensil, to class in order to complete the reboot.

Each Reboot is worth up to 10 points. [Total possible: 140 points]

You will get 1 point for putting your name on the paper as an attendance point.

Then there will be 6 fill-in-the-blank questions. Generally, at least 3 of these will be from the chapter(s) of the textbook assigned for that class meeting. As the semester progresses, though, the Reboot may ask you to recall vocabulary and concepts from previous chapters.

In addition to the fill-in-the-blank questions, each Reboot will have an open-ended question that can be answered in a paragraph. Usually this will be about something we discussed in a recent lecture. These will be graded with the following scale:

- 0— No answer provided.
- 1— Answer given that is off the mark
- 2— Correct answer given
- 3— Outstanding answer

If you arrive after the Reboot for that day has been completed, be sure to turn in an 8 ½ x 11 sheet of paper with your name on it to receive the attendance point.

Reboots not on 8 ½ x 11 paper may receive a score of "0."

Industry News Analyses:

Several weeks during the semester you will be provided with very recent articles from industry trade magazines, along with a set of comprehension questions that you will answer on Canvas. Details from the comprehension questions will also be testable content for the unit exams.

You will receive the articles by class time each Monday.
Your answers are due by 11:59 pm that Friday.

Each News Analysis is worth up to 20 points. [Total possible: 140 points]

Unit Exams:

There are three, 100-point Unit Exams scheduled. [Total possible: 300]

Exams take place over two days.

On the first day you will be tested on vocabulary and basic application of concepts using multiple-choice and true/false questions. There will be 55 questions, worth 1 point each.

The second day of Unit Exams will consist of three open-ended questions designed to allow you to demonstrate an understanding of class concepts and application of them to industry scenarios. Each question will be worth 15 points (10 points for content accuracy and 5 points for writing clarity and style).

Alternate days and/or times for taking these unit exams will be made at the professor's discretion. You must schedule *an office appointment* with Dr. Potter to discuss the situation that require you to take exams at times other than the rest of the class.

Final Exam:

This will be a multiple-choice and true/false exam.

Each question will be worth 1 point. [Total possible: 100]

There will be no alternate days available to take the Final Exam, unless you can demonstrate that you are scheduled to take two other finals on the same day.

Make your travel plans for the semester break accordingly. Travel-related issues (flight already booked, cheaper flight to leave early, etc.) are not adequate reasons to take the exam at a time other than what's scheduled.

If you cannot take it at the assigned day/time then you may talk to me *before finals week* about the possibility of receiving an incomplete for the course. In such a circumstance, you will need to need to arrange to take the exam at the beginning of the next semester.

Grading Scale and Absences

Final grades in this course are based on the points you earn over the course of the term. If you were PERFECT on EVERYTHING assigned in this course, you would earn 820 points.

No one is perfect. So, final grade calculations will be based on *770 points*.

Essentially, I just 'gave' you 50 points. Surprise! You're welcome.

With these you can:

- Skip 5 lectures with reboots... and *still* get an A+, or
- Forget about (or completely ignore!) 5 reading quizzes...and *still* get an A+, or
- Skip an entire multiple-choice Unit Exam...and still get an A+.

Because I've given the entire class these points right from Day 1, I figured I've done my part to accommodate any absences due to non-chronic illness or travel. There is no way to 'make up points' in this course, except for excused absences as described on the [IU Dean of Students website](#). If you aren't feeling 100%, need to travel, have to book an internship interview, would rather go to dinner with friends, etc....then I expect you to make an adult decision and deal with the effects.

One more thing: Do **not** use the *percentage* reported under GRADES on Canvas.

Instead, keep track of the *number of points* you have earned in a spreadsheet. Then, compare your totals to this table:

A+ 97% (747 out of 750 points)	A 93% (716 points)	A- 90% (693 points)
B+ 87% (670)	B 83% (640)	B- 80% (612)
C+ 77% (593)	C 73% (562)	C- 70% (539)
D+ 67% (516)	D 63% (485)	D- 60% (462)

Extra Credit:

You can earn up to 20 points worth of extra credit by obtaining experience in social scientific research. Occasionally, graduate students or other professors will come into class and ask for volunteers to participate in a study. If you volunteer for one that takes approximately 60-75 minutes, you can get 10 points of extra credit. Studies that take approximately 30-45 minutes will be worth 5 points.

You may not use an experiment that you participate in for another class to fulfill this requirement for C207.

Other ways to obtain 10 points of extra credit:

- a. attend a lecture somewhere on campus and writing an acceptable 2-page, double-spaced paper discussing what you learned. The lecture must be pre-approved by Dr. Potter. A good place to find possible lectures is the [Media School calendar page](#).
- b. read a published research article from an academic journal (*Journal of Communication, Journal of Broadcasting & Electronic Media, Communication Research, Journal of Advertising, Journal of Consumer Research, Journal of Advertising Research, Media Psychology*, etc.) and write an acceptable 2-page, double-spaced paper discussing what you learned. The article must be pre-approved by the Dr. Potter. You can find out how to search for an appropriate article for pre-approval by [watching this tutorial](#).

Other ways to obtain 5 points:

- a. write a 1-page ungraded essay on "What is the biggest challenge faced by media industry managers today?"

**C207--Introduction to Media Industries and Management
Tentative Course Schedule**

Day & Date	Topic/Activity	Readings
Monday January 13	Welcome Syllabus, Canvas, Etext	--
Wednesday January 15	Convergence Reboot 1	Chapter 1
Monday January 20	Martin Luther King Jr. Day No Class Meeting	--
Wednesday January 22	The Business of Media Reboot 2	Chapter 3
Monday January 27	Advertising Reboot 3 Industry News Analysis Due Friday 1/31 at 11:59pm	Chapter 4 Quiz over content thru pg. 103
Wednesday January 29	More on Advertising	Canvas Reserve: Pasquarelli (2019)
Monday February 3	Public Relations Reboot 4 Industry News Analysis Due Friday 2/7 at 11:59pm	Chapter 4 Quiz over content after pg. 103 Canvas Reserve: Barnes (2019)
Wednesday February 5	Law & Ethics Reboot 5 Receive Question Menu For Essay Exam	Chapter 5
Monday February 10	Law & Ethics (cont) Review for Unit 1 Exam	Canvas Reserve: Hsu (2019)
Wednesday February 12	Unit 1 Multiple Choice Exam	--
Monday February 17	Unit 1 Essay Exam	--

Wednesday February 19	Television Industry Reboot 6	Chapter 13 Quiz over content thru pg. 380
Monday February 24	More on TV Industry Industry News Analysis Due Friday 2/28 at 11:59pm	--
Wednesday February 26	TV Day 3 Reboot 7	Chapter 13 Quiz over content thru pg. 395
Monday March 2	The Internet Industry Reboot 8 Study Guide for Unit 2 Exam Industry News Analysis Due Friday 3/6 at 11:59pm	Chapter 6 Canvas Media Gallery: Packet Switching Canvas Reserve: Hagey (2019)
Wednesday March 4	Review for Unit 2 Exam	--
Monday March 9	Unit 2 Multiple Choice Exam	--
Wednesday March 11	Unit 2 Exam Essay Exam	--
Monday March 16	Spring Break	--
Wednesday March 18	Spring Break	
Monday March 23	The impact of internet on TV OTT The Movie Industry Reboot 9	Chapter 12

Wednesday March 25	The Newspaper Industry Reboot 10	Chapter 8
Monday March 30	Newspaper/Journalism (cont) Industry News Analysis Due Friday 4/3 at 11:59pm	Canvas Media Gallery: John Oliver Video
Wednesday April 1	The Magazine Industry Reboot 11	Chapter 9 Canvas Reserve: Rosman, (2019)
Monday April 6	Recording Industry Reboot 12 Industry News Analysis Due Friday 4/10 at 11:59pm	Chapter 10
Wednesday April 8	Radio Industry Reboot 13	Chapter 11
Monday April 13	Games Industry Reboot 14 Industry News Analysis Due Friday 4/17 at 11:59pm	Chapter 14
Wednesday April 15	More on Games Study Guide for Unit 3 Exam	Canvas Reserve: Listen to "Work Hard, Play Hard" on Podcast 1A
Monday April 20	Review for Unit 3 Exam	--
Wednesday April 22	Unit 3 Exam Multiple Choice Exam	--
Monday April 27	Unit 3 Essay Exam	--
Wednesday April 29	Review for Final Exam	Extra credit must be pre-approved by 11:59pm --
Friday May 8	Final Exam from 12:30-2:30pm in RTV 251	Dr. Potter assumes that if you sign up for this course you will be here for the final exam as scheduled.

