

C207--Introduction to Media Industries and Management
Fall Semester, 2015

Professor

Dr. Robert F. Potter
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Office hours

Thursdays from 11am-1pm
Eigenmann Hall 636

Associate Instructors

Minchul Kim (kimminc) [Office hours Monday 1-2pm; Friday 11am-noon; RTV 326]
Joe Roskos (jeroskos) [Office hours Monday & Wednesday from 10-11am in RTV 337]

Class Meetings

Mondays & Wednesday from 4:00-5:15pm
RTV 251

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, audio industries, film production and distribution, and gaming.

Required Text

Turrow, J. (2013). *Media Today (5th Edition)*. New York, NY: Routledge.

***** Do NOT buy a copy from a bookstore or online bookseller. You have already paid a course fee that will provide you with an electronic copy of this textbook via Canvas.**

***** You should also take advantage of the study materials and media news items available at the textbook companion website: <http://www.routledge.com/cw/turow-9780415536431/>**

Other required readings may be placed on electronic reserve on Canvas. Dr. Potter will let you know when they are available and how to access them.

OTHER IMPORTANT ADMINISTRATIVE INFORMATION

Course Lectures and Note-Taking

Lecture notes will not be posted online. You should come to class, actively listen to lectures, and take good notes. Doing so will help to make sure you REALLY understand what is being said in lecture. If you don't understand something...ASK! Note-taking is a skill that requires practice but really does pay off in deeper learning.

Audio recordings of most course meetings will be posted on Canvas. So, if you want to review your notes, miss a class, or want to listen to something again, there will be an opportunity.

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 necessarily limited to, the following:

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

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

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 will meet with you to discuss it. A summary of the incident and that discussion, any evidence, and a description of the sanction will be sent to the [Office of Student Ethics](#). Consequences may include a grade deduction on your assignment and/or your course grade. You have the right to appeal this sanction and the Office of Student Ethics 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. However, there are some things that you MUST do in order for these accommodations to be made. It all begins by you filling out [this form](#) and bringing it to me.

Grading Scale

The following scale will guide the assignment of final grades:

A+ 97%	A 93%	A- 90%
B+ 87%	B 83%	B- 80%
C+ 77%	C 73%	C- 70%
D+ 67%	D 63%	D- 60%

Course Requirements

Reading Quizzes (10% of your final grade):

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 "closes" 30 minutes prior to the first lecture on the associated readings. A missed quiz receives a score of "0."

Each quiz is worth 10 points and average of your top 10 reading quizzes will count toward 10% of your final grade.

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 large portion of your exams.

Daily Reboot (5% of your final grade):

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

Each Reboot is worth up to 10 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. At least 3 of these will be from the chapter of the textbook assigned for that class meeting. As the semester progresses, though, up to 3 questions may ask you to recall vocabulary from previous chapters.

Then there will be an open-ended question that can be answered in a paragraph or so. Usually this will be about something we discussed in the last 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 (most will receive this score)
- 3— Outstanding answer (this is a rare score)

If you arrive after the reboots are done, be sure to turn in an 8 ½ x 11 sheet of paper with your name on it to receive the attendance point. Your three lowest reboot grades will be dropped. Reboots not on 8 ½ x 11 paper will receive a score of "0."

Unit Exams (20% each, total of 40% your final grade):

There are two exams scheduled. They will be worth 100 points each and will be Scantron exams (true/false, multiple-choice, etc.). Exams will be given in class on the dates scheduled. Alternate days and/or times for taking a unit exam will be made in cases of documented emergency, documented personal illness, or for absences required for documented activities (i.e., athletics, performing arts, interviews, etc.). **However, the exams given on alternate days/times may be ESSAY EXAMS and graded by Dr. Potter.**

Extra points on exams:

Your textbook contains a lot of valuable information about the media industry. And, in order to encourage you to read it, to *think* about what you read, and try to *apply what you read* to other things, "top up" points will be awarded on your exams for entries into the Discussion section of Canvas. For each assigned reading you can earn up to 1 points in the following way:

- 1 point for a **full discussion entry** that comments on the assigned reading AND provides a link to an outside resource on the topic. These resources can be articles from industry trade magazine websites such as [Broadcasting & Cable](#), [The Hollywood Reporter](#), [Advertising Age](#), [Game Informer](#), [New York Times—Media](#), [MediaPost](#), [Cynopsis Media](#), [Billboard Business](#), [Gamespot-News](#), [The Futon Critic](#), [Benton Foundation](#), [Radio Ink](#), [Deadline Hollywood](#), [Polygon \(gaming news\)](#)

You must complete your entries by 11:59 pm Saturday of each week in order to receive credit. If you would rather not have your posted comments be public, speak with Dr. Potter to make arrangements.

Cumulative Final Exam (25% of your final grade):

This Scantron exam will follow the same format as the Unit Exams and provide an assessment of how well you learned and retained the course content. There will be no alternate days available to take the Final Exam. If you cannot take it at the assigned day/time then you will receive an incomplete for the course and will need to make arrangements to take the exam at the beginning of the next semester.

Team Performance (20% of your final grade):

You will be randomly assigned to a Team with several other students. Teams will occasionally meet during class time to discuss specific course-related issues. During those in-class discussion sessions, one member of the team should act as 'scribe' and write down the names of all team members in attendance that day plus a summary of the team's discussions. These will be handed in at the end of the class.

The biggest responsibility for each team, however, will be a team project focusing on a topic chosen from a list distributed by Dr. Potter.

The final deliverable of the project will either be a 7-10 page term paper, a 10-15 minute narrated/recorded Power Point/Prezi/Adobe Voice, or a 10-15 minute original produced video about the assigned topic.

There will be several 'mile markers' scheduled during the semester; these due dates serve as a way for you to keep from procrastinating on the project plus provide a way to receive feedback on your work from the AIs prior to the final product being submitted.

Mile markers will only be graded on a Satisfactory/Not-Satisfactory basis. The goal is to keep you moving toward the end product. However, it will be impossible for your team to receive an A (90% or above) if you have not turned in **all** mile markers on time and in a satisfactory level of quality.

You will receive more information about these mile marker requirements early in the course. The due dates are on the tentative schedule.

Extra credit through research experience:

You have two opportunities to earn 5 points worth of extra credit on your unit exam 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. *You may not use an experiment that you participate in for another class to fulfill this requirement for C207.*

Other ways to fulfill this requirement include attending a research lecture somewhere on campus and writing a 2-page (non-graded) paper discussing what you learned. These lectures must be pre-approved by Dr. Potter.

Or, you may earn the extra credit by reading 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 writing a 2-page summary. The article must be pre-approved by the Dr. Potter.

You may do any combination of two of these options. Each worth 5 exam points.

**C207--Introduction to Media Industries and Management
Tentative Course Schedule, Fall 2015**

Day & Date	Topic/Activity	Readings
Monday August 24	Welcome Syllabus, Canvas, Courseload	--
Wednesday August 26	Team Assignments Convergence	Chapter 1
Monday August 31	Traditional Media Research	Chapter 2
Wednesday September 2	Modern Media Research and Future Challenges Discussion of Team Project Topics and Mile Markers	--
Monday September 7	No Class Meeting—Labor Day	--
Wednesday September 9	The Business of Media	Chapter 3
Monday September 14	Advertising	Chapter 4 Quiz over content thru pg. 103
Wednesday September 16	Team Discussion of Current Issue in Advertising	Reserve Reading
Monday September 21	Public Relations & IMC Mile Marker 1 Due	Chapter 4 Quiz over content after pg. 103
Wednesday September 23	Regulations	Chapter 5 Quiz over content thru pg. 149
Monday September 28	More on Regulations & Ethics	Chapter 5 Quiz over 149-154
Wednesday September 30	Team Discussion of Current Issue in Regulation & Ethics	Reserve
Monday October 5	Unit 1 Exam	--

Wednesday October 7	Convergence	Read 157-167
Monday October 12	More on Convergence What is OTT?	---
Wednesday October 14	Internet Industry Mile Marker 2 Due	Chapter 6
Monday October 19	Broadband and Net Neutrality	Reserve
Wednesday October 21	Mobile Media	Reserve
Monday October 26	Journalism Industry	Chapter 8
Wednesday October 28	Team Discussion of Current Issue in News/Journalism	Reserve
Monday November 2	Magazine Industry	Chapter 9
Wednesday November 4	Unit 2 Exam	--
Monday November 9	Television Industry	Chapter 13 Quiz over content thru pg. 380
Wednesday November 11	More on TV Industry	Chapter 13 Quiz over content thru pg. 395
Monday November 16	Team Discussion of Current Issue in TV Industry	Reserve
Wednesday November 18	Recording Industry Mile Marker 3 Due	Chapter 10
November 23 & 25	Thanksgiving Break	--
Monday November 30	Radio/Audio Industry	Chapter 11
Wednesday December 2	Film Industry	Chapter 12
Monday December 7	Games Industry	Chapter 14
Wednesday December 9	Review and Catch Up Final Team Projects Due	--
Monday December 14 5pm-7pm, RTV 251	Final Exam	