

**DEREE COLLEGE SYLLABUS FOR:  
CN 4668 MEDIA INDUSTRIES: PRODUCTION, CONTENT, AND AUDIENCES**

(Fall 2020)

**US CREDITS: 3/0/3  
UK LEVEL: 6  
UK CREDITS:15**

**PREREQUISITES:**

WP1010 Introduction to Academic Writing  
WP 1111 Integrated Academic Writing and Ethics  
WP 1212 Academic Writing and Research  
CN 2301 Foundations of Contemporary Media  
CN 3421 Communication Theories  
CN 4532 Communication Research Methods

**CATALOG DESCRIPTION:**

Examination of key issues in the communication industries. Media production, assessment of media content and audience analysis.

**RATIONALE:**

Students deepen their knowledge of the media industries and of the approaches scholars take to exploring issues related to producers and systems of production, explore and assess the creation of media content and examine the ways in which audiences interpret texts.

**LEARNING OUTCOMES:**

- As a result of taking this course, the student should be able to:
1. Demonstrate critical understanding of the approaches used in communication research to examine media production, content and audiences.
  2. Demonstrate critical understanding of key issues and current debates in the media industries.
  3. Critically assess the body of available literature on a topic related to the media industries
  4. Apply critical understanding of key issues and debates in the media industries to a contemporary issue or event.

**METHOD OF TEACHING AND LEARNING:**

- In congruence with the teaching and learning strategy of the college, the following tools are used:
- Classes consist of lectures and class discussions.
  - Office Hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions about their assignments and discuss lecture material.
  - Use of a Blackboard site, where instructors post lecture notes, assignment instructions, announcements and additional resources.

**ASSESSMENT:**

**Summative:**

Second assessment: Paper (4,700-5,000 words)	<b>80</b>
First assessment: Midterm exam (1-hour: choice of questions)	<b>20</b>

**Formative:**

In class tests	<b>0</b>
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(The formative assessments prepare students for the first assessment.)

The first assessment (midterm exam) tests Learning Outcome 1 and 2.  
The second assessment (final paper) tests Learning Outcomes 3 and 4.

Students are required to resit failed assessments in this module.

**INDICATIVE READING:**

**REQUIRED READING:**

	<p>Devereux, Eoin. <i>Media Studies - Key Issues and Debates</i>, Sage Publications, 2007.</p> <p><b>RECOMMENDED READING:</b> Hesmondhalgh, David. <i>The Cultural Industries</i> Sage Publications, 2007.</p> <p>Stanley J. Baran – <i>Introduction to Mass Communication: Media Literacy and Culture</i> McGraw-Hill Education 2014</p>
<p><b>INDICATIVE MATERIAL:</b> (e.g. audiovisual, digital material, etc.)</p>	<p><b>REQUIRED MATERIAL:</b> International Journal of Communication</p> <p><b>RECOMMENDED MATERIAL:</b> Critical Studies in Media Communication Journal of Public Relations Research Journalism and Mass Communication Quarterly Television and New Media</p>
<p><b>COMMUNICATION REQUIREMENTS:</b></p>	<p>All papers using good English.</p>
<p><b>SOFTWARE REQUIREMENTS:</b></p>	<p>Word, Excel.</p>
<p><b>WWW RESOURCES:</b></p>	<p><a href="https://ijoc.org/index.php/ijoc">https://ijoc.org/index.php/ijoc</a> <a href="https://www.tandfonline.com/toc/rcst20/current">https://www.tandfonline.com/toc/rcst20/current</a> <a href="https://onlinelibrary.wiley.com/loi/14602466">https://onlinelibrary.wiley.com/loi/14602466</a> <a href="https://academic.oup.com/joc">https://academic.oup.com/joc</a></p>
<p><b>INDICATIVE CONTENT:</b></p>	<ol style="list-style-type: none"> <li>1. <b>Introduction: Studying the media industries</b> <ol style="list-style-type: none"> <li>1.1 Critical political economy</li> <li>1.2 Cultural studies</li> </ol> </li> <li>2. <b>The media industries: structure, strategy, debates</b> <ol style="list-style-type: none"> <li>2.1 Industry trends: growth and integration</li> <li>2.2 Ownership concentration; conglomeration; synergy</li> <li>2.3 Globalization; media and cultural imperialism</li> </ol> </li> <li>3. <b>Mass media and New Media Technologies</b> <ol style="list-style-type: none"> <li>3.1 New Media Technologies</li> <li>3.2 New Media</li> <li>3.3. Producers, content and audience in the digital age</li> </ol> </li> <li>4. <b>Framing and Frame analysis</b> <ol style="list-style-type: none"> <li>4.1 Framing and Frame analysis; definitions</li> <li>4.2 Analyzing media production</li> <li>4.3 Framing analysis case studies: case studies - stem cell research and asylum seekers</li> </ol> </li> <li>5. <b>Media and Identity</b> <ol style="list-style-type: none"> <li>5.1 Media representations of gender; definitions; Producers, content and audience</li> <li>5.2 Media representations of ethnicity and race; definitions; producers, content and audience</li> <li>5.3 Stereotyping and ghettoization</li> </ol> </li> <li>6. <b>Text and textual analysis</b> <ol style="list-style-type: none"> <li>6.1 Definitions; frameworks for textual analysis</li> <li>6.1 Semiotics; case study</li> </ol> </li> <li>7. <b>Fans and Fandom</b> <ol style="list-style-type: none"> <li>7.1 Definitions; Fandom, fan culture</li> <li>7.2 The cultural dimension</li> </ol> </li> </ol>

	7.3 The performative dimension 7.4 The local dimension
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