

Comm 827: Analyzing Media Industries

Dr. Amanda Lotz
Winter 2013

Meeting times: T 9-12; NQ 2265

Information about the Instructor

Amanda Lotz, Ph.D. (Amanda is fine) E-mail: lotz@umich.edu
Office Hours: T & Th 1:00-2:00, and by appointment.
Office Location: North Quad #5445 Office Phone: 615-4036

Course Description

This class provides an overview of the methods and theories supporting the critical study of media industries through a survey of cultural studies, political economy, sociology, and film studies literature. We also examine case studies drawn from these traditions. The course thus offers a theoretical foundation in the key ideas that have driven the study of media industries, a methodological foundation in the central methods used, and a consideration of current debates in the field.

Reading Material

John Caldwell, *Production Culture: Industrial Reflexivity and Critical Practice in Film and Television* (Durham: Duke University Press, 2008). 0822341115
Philip Schlesinger, *Putting "Reality" Together: BBC News* (Beverly Hills: Sage, 1978) 0803913583.
William Boddy, *Fifties Television: The Industry and Its Critics* (Urbana: University of Illinois Press, 1993), 025206299X
Aswin Punathambekar, *From Bombay to Bollywood: The Making of a Global Media Industry* (New York: New York University, 2013)

Recommended (not on CTools)

Havens, Timothy and Amanda D. Lotz. *Understanding Media Industries*. (New York: Oxford University Press, 2012). 0195397673 (Used in Comm 351, so should be in area bookstores)
Caves, Richard E. *Creative Industries: Contracts Between Art and Commerce* (Cambridge: Harvard University Press, 2000). ISBN 9780674008083
Hesmondhalgh, David. *The Cultural Industries*, 3rd ed. (Thousand Oaks: Sage, 2013). 1446209261
Vincent Mosco, *The Political Economy of Communication* (Thousand Oaks: Sage, 2009) 1412947014
Lotz, Amanda D. *The Television Will Be Revolutionized* (New York: New York University Press, 2007).

Students also will be required to read a book of their selection, a recommended reading, and will be responsible for additional readings available on the CTools site.

<u>Graded Course Activities</u>	<u>Percent of Grade</u>	<u>Due Date</u>
Roundtable Book Report	15	3/26
Industry Studies Practicum	30	2/15, 3/13, 4/12
Media Industry Study Proposal	30	4/26
Class Participation and Activities	25	

Brief Paper Assignments Descriptions

Roundtable Book Report

Midway through the semester students will have the opportunity to select a text that provides media industry analysis. Students should prepare a 3-5 page report that explores the issues discussed in class thus far in relation to theory, method, and findings. Amanda will make a list of books available or

students may select another—although should confirm it is acceptable. Students will present their books in class on 3/26.

Media Industry Studies Practicum

The class will be divided into pairs and assigned a chapter from *The Television Will Be Revolutionized*. After reading the book, the group should identify aspects of the chapter that would benefit from update. A document identifying needed updates should be submitted to Amanda by 2/15. The group should then work on researching trade publications and other industry sources for background data, propose (in bullet form) updated information (including sources), and identify what questions cannot be answered through published data and identify possible sources (specific people or types of roles) and the questions this source could answer.

The final component of the project requires students to reflect on the analytical impact of the data. Each should write an analytical brief that addresses the key findings of the new data collection, explains whether these findings are updates that still support the initial analysis or whether a new analytic lens is required. If the latter, please explain why and feel free to offer some analytical conjecture, but carefully worked out analysis is not required.

Deliverables:

- Needed updates document (should include page number and notation of whether updated material should be added or existing material needs replaced; might be phrased as questions)
- Background data (all sources should be submitted in hard copy)
- Data needing interview source, potential interviewees, and list of questions
- Analytic impact brief

Media Industry Studies Proposal

The capstone assignment for this course requires students to develop a proposal and literature review for a media industry study. Proposals should be 10-12 pages. Students should also include a 1 page narrative explaining their methodological choice and decision process.

Class Participation and Activities

Much of the learning process of a graduate seminar takes place in class. Students are expected to come to class each week full prepared and to participate in the discussion. Students will also be given particular assignments such as leading discussion and preparing supplementary material throughout the semester.

Class Schedule

Tuesday January 15

Course Introduction

I'll talk through the undergrad text *Understanding Media Industries* by Havens and Lotz as a foundational base. If you are not familiar with this area, it isn't a bad place to start.

Tuesday January 22

Industry Foundations—Mapping

Perren and Holt: "Introduction: Does the World Really Need One More Field of Study? (CTools)"
du Gay, P., Hall, S., Janes, L., & Mackay, H. (1997). "Intro" *Doing cultural studies: The story of the Sony Walkman*. (CTools)

Hesmondhalgh, David. *The Cultural Industries*, 2nd ed. Introduction and Chapter 1 (CTools)
Havens, Timothy, "Media Industry Sociology: Mainstream, Critical, and Cultural Perspectives" (CTools)
David Hesmondhalgh, "Media Industry Studies, Media Production Studies (CTools)"
Havens, Lotz, and Tinic: "Critical media industry studies: A research approach". (CTools)
Recommended: Hesmondhalgh, David. *The Cultural Industries*, 3rd ed. Chapters 2-7

Tuesday January 29

Methods Overview

John Thornton Caldwell, "Cultural studies in media production: Critical industry practices." (CTools)
Newcomb and Lotz, "The Production of Media Fiction" (CTools)
Elana Levine, "Toward a paradigm for media production research: Behind the scenes at *General Hospital*." (CTools)
Recommended: Caves, Richard E. *Creative Industries: Contracts Between Art and Commerce*

Tuesday February 5

Contextualizing Foundations

Bernard Mieve, "The Logics at Work in the New Cultural Industries"
--also read a text or set of articles covering the industry specifics of an industry that interests you and apply the Mieve for class discussion
Lotz, Amanda D. *The Television Will Be Revolutionized* (Focus on assigned chapter)

Tuesday February 12

Contemporary Cultural Industries

Robert Babe, "Genealogy of Political Economy" and Cultural Studies (CTools)
Adorno and Horkheimer, "The Culture Industries" (CTools)
Stuart Hall, "Encoding/Decoding." (CTools)
Richard Johnson, "What is cultural studies anyway?" (CTools)
Julie D'Acci, "Cultural studies, television studies, and the crisis in the humanities." (CTools)
***Practicum Data Needs account due 2/15, noon**

Tuesday February 19

Political Economy

Graham Murdock & Peter Golding, "Culture, communications and political economy." (CTools)
Andrew Calabrese: "Toward a Political Economy of Culture" (CTools)
James Curran, "The Rise of the Westminster School," (CTools)
Robert McChesney, "Making a Molehill out of a Mountain: The Sad State of Political Economy in U.S. Media Studies," (CTools)
Recommended: Vincent Mosco, *The Political Economy of Communication*

Tuesday February 26

Assorted Media Industries Interests

Conglom:
Robert McChesney, "The Market Uber Alles" pp. 175-209
Eli Noam and Robert Freeman, "The Media Monopoly and Other Myths" pp. 18-23
Media Capitals/Global Inds:
Michael Curtin, "Thinking Globally: From Media Imperialism to Media Capitals"
Nitin Govil, "Thinking Nationally"

Cristina Venegas, "Thinking Regionally"

Tuesday March 5 No Class—SPRING BREAK

Tuesday March 12

John Caldwell, *Production Culture: Industrial Reflexivity and Critical Practice in Film and Television*

***Practicum Data due 3/13, noon**

Tuesday March 19

Sociology of News

Philip Schlesinger, *Putting "Reality" Together: BBC News*

Tuesday March 26

Book Report Presentations

Case Studies: Roundtable Presentations

Reviews of case books due—presented in class

Tuesday April 2

Historical Industrial Analysis

William Boddy, *Fifties Television: The Industry and Its Critics*

Tuesday April 9

Contemporary Regulatory Analysis

TBA: Tentatively (plus more):

Jennifer Holt, "Vertical Vision: Deregulation, Industrial Economy and Prime-time Design"

John McMurria, Regulation and the Law: A Critical Cultural Citizenship Approach

***Practicum Analysis due by noon 4/12**

Tuesday April 16

Media Capitals and Media Convergence

Aswin Punathambekar, *From Bombay to Bollywood: The Making of a Global Media Industry*

Tuesday April 23

In class presentation of proposals

Proposals due by noon, 4/26

Course Bibliography (CTOOLS)

Holt, Jennifer and Alisa Perren. "Introduction: Does the World Really Need One More Field of Study?"

In *Media Industries: History, Theory, and Methods*, edited by Jennifer Holt and Alisa Perren.

Malden: Blackwell, 2009.

du Gay, P., Hall, S., Janes, L., & Mackay, H. (1997). "Intro" *Doing cultural studies: The story of the Sony Walkman*. (London: Sage, 1997).

Timothy Havens, "Media Industry Sociology: Mainstream, Critical, and Cultural Perspectives"

Unpublished manuscript.

David Hesmondhalgh, "Media Industry Studies, Media Production Studies" in *Media and Society*, edited by James Curran (London: Bloomsbury, 2011) 0340984457

Hesmondhalgh, David. "Introduction; Chapter 1." *The Cultural Industries*, 3rd ed. (Thousand Oaks: Sage, 2013). 1446209261

Havens, T., A. D. Lotz, and S. Tinic. (2009). "Critical Media Industry Studies: A Research Approach." *Communication, Culture and Critique* 2: 234-53.

- Caldwell, J. (2006). "Cultural studies in media production: Critical industry practices." In M. White & J. Schwoch (Eds.), *Questions of method in cultural studies* (pp. 109-153). Malden, MA: Blackwell.
- Levine, Elana. (2001). Toward a paradigm for media production research: Behind the scenes at *General Hospital*. *Critical Studies in Media Communication*, 18(1), 66-82.
- Newcomb, H. and Lotz, A. D. (2002). "The Production of Media Fiction." In *A Handbook of Media and Communication Research*. Ed. Klaus Bruhn Jensen. New York: Routledge. pp. 62-77.
- Bernard Miege, "The Logics at Work in the New Cultural Industries." *Media, Culture and Society* 9 (1987): 273-89.
- Adorno, T., & Horkheimer, M. (1972). *Dialectic of enlightenment*. New York: Herder and Herder—
- Robert Babe, "Genealogy of Political Economy" and "Genealogy of Cultural Studies" in *Cultural Studies and Political Economy: Toward a New Integration* (Lexington Books, 2008) ISBN 0739123661
- Stuart Hall—"Encoding/Decoding." In *Culture, Media, Language*, edited by Stuart Hall et al., pp. 128-38 (London: Longmans, 1983)
- Johnson, Richard. (1986/87). What is cultural studies anyway? *Social Text* 16, 38-80.
- D'Acci, Julie. (2004). "Cultural studies, television studies, and the crisis in the humanities." In L. Spigel & J. Olsson (Eds.), *Television after TV: Essays on a medium in transition*, (pp. 418-446). Durham: Duke University Press.
- Murdock, G., & Golding, P. (2005). Culture, communications and political economy. In J. Curran and M. Gurevitch (Eds.), *Mass Media and Society*, 4th ed., (pp. 60-83). London: Arnold.
- Andrew Calabrese: Toward a Political Economy of Culture in *Toward a political economy of culture*, edited by Andrew Calabrese and Colin Sparks (Lanham, MD: Rowman & Littlefield, 2004)
- James Curran, "The Rise of the Westminster School" in *Toward a political economy of culture*, edited by Andrew Calabrese and Colin Sparks (Lanham, MD: Rowman & Littlefield, 2004);
- Robert McChesney, "Making a Molehill out of a Mountain: The Sad State of Political Economy in U.S. Media Studies" *Toward a political economy of culture*, edited by Andrew Calabrese and Colin Sparks (Lanham, MD: Rowman & Littlefield, 2004)
- Eli Noam and Robert Freeman, "The Media Monopoly and Other Myths." *Television Quarterly* 1998. pp. 18-23
- Michael Curtin, "Thinking Globally: From Imperialism to Media Capitals." In *Media Industries: History, Theory, and Methods*, edited by Jennifer Holt and Alisa Perren. Malden: Blackwell, 2009.
- Nitin Govil, "Thinking Nationally: Domicile, Distinction, and Dysfunction." In *Media Industries: History, Theory, and Methods*, edited by Jennifer Holt and Alisa Perren. Malden: Blackwell, 2009.

Cristina Venegas, "Thinking Regionally: Singular in Diversity and Diverse in Unity." In *Media Industries: History, Theory, and Methods*, edited by Jennifer Holt and Alisa Perren. Malden: Blackwell, 2009.

Jennifer Holt, "Vertical Vision: Deregulation, Industrial Economy and Prime-time Design" in *Quality Popular Television*, edited by Mark Jancovich and James Lyons. London: BFI, 2003.

John McMurria, "Regulation and the Law: A Critical Cultural Citizenship Approach." In *Media Industries: History, Theory, and Methods*, edited by Jennifer Holt and Alisa Perren. Malden: Blackwell, 2009.