

School of Creative Industries

CRI 430: Canada Media/Entertainment Industries, Fall 2015

**PLEASE NOTE: THIS OUTLINE IS A DRAFT AS OF SEPTEMBER 11, 2015
ITS PURPOSE IS FOR YOU TO FOLLOW ALONG IN THE FIRST CLASS.
PLEASE REFER TO D2L BRIGHTSPACE FOR UPDATES, REVISIONS, ADDITIONS.**

Instructor Name: Irene S Berkowitz

Office Location: RCC 353G

Office Hours: RCC 353 G: 1:30-2:30 PM Mondays, 2:30-3 PM before class (in classroom), or by appointment

Phone: NA

Web Site: Course shell through my.ryerson.ca

Email address: iberkowi@ryerson.ca. Please note: emails will be answered Mondays through Fridays only, normally within 48 hours. Please note: only Ryerson e-mail accounts are to be used for communication between faculty and students.

Class: POD 484 PT, Wednesdays 3-6 PM, Sept 14-Dec 7, 2015 (NO CLASS OCT 12)

Calendar Description of CRI 430:

This course surveys the media and entertainment marketplace in Canada, focusing on its economic, political and cultural dimensions. The domestic production of media and entertainment products and services and their national and global distribution are studied together with the business practices and ancillary personnel and services that are required to finance, market and manage these enterprises. Related issues such as government regulations, media ownership and international (or ?runaway?) TV and film production in Canada will be explored.

Learning Objectives:

Upon completion of this course, students will be able to:

*Demonstrate a working understanding of the current moment in Canadian media/entertainment industries from a creative, economic, and career perspectives, with respect to the *national* context, in platforms including TV; film; music; books, newspapers & magazines; video games; and new platforms, such as YouTube and social media;

*Demonstrate a working understanding of the current moment in the above Canadian media/entertainment industries, with respect to the *North American and global* context;

*Demonstrate workable knowledge of the role of the key Canadian policy and regulatory organizations and in transitioning Canadian media/entertainment to the global, online era;

*Via the individual assignments, gain knowledge and experience researching the Canadian & international media & entertainment eco-system and the opportunity to demonstrate deep understanding and contextual knowledge of a specific arena or reading;

*Via the group project assignment, demonstrate workable knowledge of global media giants via

cases and reports by key Canadian regulatory and policy organizations, as well as a demonstrated understanding of the impact of these organizations on Canadian media, new media, and social media in the online era.

Required Reading:

REQUIRED TEXTS: 2

*Strangelove, M. (2015). *Post-TV, piracy, cord-cutting and the future of television*. Toronto: ON. University of Toronto Press. (in bookstore)

*Casebook (in bookstore)

*The above required texts will be supplemented by additional required readings, which are available online, as assigned in detailed syllabus, posted on D2L.

Required Technology:

All CRI 430 students are required to have a clicker.

Teaching Methods:

The pedagogical format of CRI 430 will include a combination of lectures (audio-video), class discussions and workshops, guest presentations, individual and group work, including a mid-term quiz and a final paper.

Evaluation:

Your mark for this course will be based on the following assignments, which are summarized below in the chart, and then described in detail.

Assignment	Description	Due Date	% Final Mark
“My company”	250 -500 words & 2-3 annotated references	Sept 28, 2015	15
Mid-term Quiz	required reading & lectures	October 26, 2015	25
Team presentations: media/ent org (casebook & online materials)	4-5 slides (not including title) & 1000-1250 words (determined by team size)	Nov 16, 2015	30
Final paper	1000-1250 words	Nov 30, 2015	30

Detailed Descriptions of Assignments and Assessment Criteria:

ASSIGNMENT #1: “My company:” DUE SEPTEMBER 28 – 15% of total mark

Choose a Canadian media or entertainment company where you might want to work in 3-5 years. Helpful lists will be reviewed in class. In 250-500 words (1-2 double-spaced pages), describe the company, its name, address, number of employees, business model, why you would want to

work there, and what would be your dream job. Include 2-3 annotated references, which are properly formatted. **Please include your first, second, and third choice for your final paper on title page of this assignment (list to be provided in class and posted on D2L).** This assignment will introduce your interests, as well as assess how you write, how you think, how you research, and how you reference. **DUE SEPTEMBER 28 BEFORE CLASS – SUBMIT VIA TURNITIN.**

ASSIGNMENT #2: In-class quiz – October 26 (week #6) –25% total mark

Will assess your understanding of required readings for first half of the course, through Oct 26.

ASSIGNMENT #3: Team Case presentations–ALL TEAM PRESENTATIONS DUE NOV 16 - 30% total mark

Professor will assign groups to prepare a presentation on a global media company (in Casebook) or a Canadian regulatory or lobby organization (online materials, links provided by Professor). Prepare a ten minute group presentation plus 5 minutes Q/A. Your presentation must include 4-5 slides. Submit a 1000-1250 word write up (4-5 double-spaced pages – length to be finalized as determined by group size @ 250 words per person). Case specifications to be reviewed in class and posted on D2L. **DUE NOV 16 BEFORE CLASS. SUBMIT BOTH SLIDES AND WRITE-UP VIA TURNITIN (SEPARATE LINKS WILL BE SET UP.)** Presentations will be in “case-o-rama” sessions, weeks 9-11.

ASSIGNMENT #4: Final Paper: DUE NOV 30 BEFORE CLASS - 30% total mark

Prepare a 1000 word write up (4 double-spaced pages) on your assigned individual reading including the following specifications: (1) situate author and publication; (2) provide a synopsis of the reading’s key messages; (3) contextualize this reading in the global shift to converged pan-media online delivery; (4) articulate a thoughtful, personal response to this reading, particularly in relationship to your first paper for the course, “my company” in which you outlined your dream company/ job in the Canadian media/entertainment industries, demonstrating your learning in CRI 430 F 2015. **DUE NOVEMBER 30 BEFORE CLASS -- SUBMIT VIA TURNITIN.**

General Remarks on Evaluation:

ALL WRITTEN ASSIGNMENTS MUST BE SUBMITTED VIA TURNITIN

(Brightspace). This class will make use of Turnitin.com electronic plagiarism detection service. Turnitin.com is a plagiarism prevention and detection service to which Ryerson subscribes. Students who do not want their work submitted to this plagiarism detection service must, by the end of the second week of class, consult with the instructor to make alternate arrangements.

*It is important to cite sources in all written projects. Students need to cite both direct quotes and paraphrased statements in accordance with the (MLA) template provided in the Creative Industries Student Handbook. APA format is also acceptable. You must use one or the other: templates are easily accessible through google scholar. **Improper referencing may incur up to a 10% penalty.**

*Assignments are due by class time of the due date.

***Late work will be subject to 4% deduction per day, including weekends.**

*Marks will be posted using the Grades feature in Brightspace.

*All students are required to retain a personal copy of all work undertaken for this course as well as *all rough materials, references, sources, and working notes* until marked original has been returned.

*It is the student's responsibility to contact the professor promptly concerning any situation that may have an adverse impact upon his/her academic performance. Any considerations (e.g. medical or compassionate) or accommodations must be requested well in advance.

*Group work guideline: All team members are expected to contribute to the research and content preparation of the group assignment. Team members will normally receive the same grade (except in exceptional circumstances where a team member has failed to make a satisfactory contribution). Therefore all members should expect (and demand) that all contribute an equal amount of work.

*All written assignments must include a title page including student name and student number, date of submission, name of assignment, title of paper, and word count. Don't forget to manually insert page numbers!

Plan of Study – CRI 430 AT A GLANCE

Week & Date	Theme	Readings	Assignments/Notes/Activities/ Due Dates
1/ Sept 14	course intro: the moment in media and entertainment		intro, review of syllabus, assignments, policies
2/ Sept 21	Canadian media in the global era	Strangelove: Intro & CRTC, March 12, 2015: "The Way Forward"	"my company:" lists assignments & assessments: in depth
3/ Sept 28	your regulatory bodies, part 1: CRTC, CMF, Telefilm, OMDC...	Strangelove: CH 1 & CRTC: selected	DUE: "MY COMPANY" team case assignments
4/ Oct 5	your regulatory bodies, part 2: CMPA, DGC, WGC, MUSIC CANADA...	Strangelove: CH 2 & CMF: selected	final paper assignments
Oct 12	STUDY WEEK: NO CLASS		NO CLASS
5/ Oct 19	TV: uber case of convergence	Strangelove: CH 3 & Casebook: Amazon, Apple, Facebook & Google	GUEST SPEAKERS: ANDREA BEACH (NIELSEN) & ANITA BOYLE (NUMERIS)
6/ Oct 26	the media visionaries	McLuhan Speaks & Kurzweil Ted Talk	MID-TERM QUIZ on required reading & lectures
7/ Nov 2	global media in Canada: youtube, Netflix and the GAFA gang	Strangelove: CH 4 & Casebook: MRC: House of Cards	GUEST SPEAKERS: MCLUHAN SPEAKS.com STEPHANIE MCLUHAN & SANDY PEARL
8/ Nov 9	movies & games	Strangelove: CH 5 & Casebook: Vice Media	
9/ Nov 16	music & radio	Strangelove: CH 6 & Casebook: Beyonce	GUEST SPEAKER: TBA DUE: ALL TEAM CASES "case-o-rama" # 1 of 3
10/ Nov 23	books & mags	Carr: <i>The Shallows</i> (reading to be posted)	"case-o-rama" #2 of 3
11/ Nov 30	boundaries blur... infotainment 24/7?	Strangelove: CH 7 & 8 Casebook: Twitter	DUE: FINAL PAPER "case-o-rama" #3 of 3

12/ Dec 7	course summary	Strangelove: Conclusion	GUEST SPEAKER: TBA
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Themes and required reading, week by week:

Week #1, MONDAY, SEPT 14:

Theme: The moment in media and entertainment – what’s happening now

Week #2, MONDAY SEPT 21:

Theme: The Canadian moment in media and entertainment -- what’s at stake now

Strangelove: Introduction, pp. 3--21

CRTC (2015, March 12). *Jean-Pierre Blais to the Canadian Club of Ottawa on Let’s Talk TV and the future of content made by Canadians*. Retrieved from <http://news.gc.ca/web/article-en.do?nid=947239>

Week #3, MONDAY SEPT 28:

Theme: Your regulatory bodies, part 1 of 2

Strangelove: Chapter 1, From the Remote Control to Out of Control: Music Piracy and the Future of Television, p. 48-73

CRTC (2015, January 29). *Jean-Pierre Blais to the London Chamber of Commerce on Let’s Talk TV and the future of television*. Retrieved from <http://news.gc.ca/web/article-en.do?nid=924999>

Week #4, MONDAY OCTOBER 5

Theme: Your regulatory bodies, part 2 of 2

Strangelove: Chapter 3, Sports Television Piracy: They stream. They score! p. 74-93

CMF (2015, January 13). *Key trends report 2015 – The big blur challenge*. Retrieved from <http://trends.cmf-fmc.ca/research-reports/keytrends-report-2015-the-big-blur-challenge>

Week #5, MONDAY OCTOBER 19

Theme: TV, uber case of convergence

CONFIRMED GUEST SPEAKERS: A. BEACH (NIELSON) & A. BOYLE (NUMERIS)

Strangelove: Chapter 4, Television’s Scariest Generation: Cord Cutters and Cord Nevers, p. 94-123

Casebook: Apple, Amazon, Facebook & Google (Harvard, 2013)

Week #6, MONDAY OCTOBER 26

Theme: the media visionaries: how did we get here?

<http://www.marshallmcluhanspeaks.com/about/>: watch/listen to the introduction by Tom Wolfe (<http://www.marshallmcluhanspeaks.com/introduction/>) and the interview with Norman Mailer (<http://www.marshallmcluhanspeaks.com/interview/1968-marshall-mcluhan-in-conversation-with-norman-mailer/>)

Cadwalladr, C. (2014, February 22). Are the robots about to rise? Google’s new director of engineering thinks so. *The Guardian*. Retrieved from <http://www.theguardian.com/technology/2014/feb/22/robots-google-ray-kurzweil-terminator-singularity-artificial-intelligence>

Kurzweil, R. (2005). Ted Talk, Kurzweil: The accelerating power of technology. Retrieved from http://www.ted.com/talks/ray_kurzweil_on_how_technology_will_transform_us?language=en

Week #7, NOVEMBER 2

Theme: global media in our nation: youtube, Netflix & the GAFa gang

CONFIRMED GUEST SPEAKERS: S. MCLUHAN & S. PEARL (www.marshallmcluhanspeaks.com)

Strangelove: CH 4, Television's Scariest Generation: Cord cutters and cord nevers, p 94-123

Casebook: MRC: House of Cards (Harvard, 2015)

Week #8, NOVEMBER 9

Theme: movies and games

Strangelove: CH 5, Disruption: viewing habits of the post-television generation p. 124-144

Casebook: Vice Media (Ivey, 2014)

Week #9, NOVEMBER 16

Theme: music & radio

Strangelove: CH 6, Innovation: New sources of competition for online audiences, p. 145-173

Casebook: Beyonce (Harvard, 2014)

Week #10, NOVEMBER 23

Theme: books, mags & the future of reading

Carr, N. (2011). *The Shallows: what the internet is doing to our brains*. New York, NY: W.W. Norton & Company. SELECTION TO BE POSTED ON D2L.

Israel, S. (2015, June 5). Artificial intelligence, human brains to merge in 2030's, says futurist Kurzweil. CBC News. Retrieved from <http://www.cbc.ca/news/technology/artificial-intelligence-human-brain-to-merge-in-2030s-says-futurist-kurzweil-1.3100124>

Week #11, NOVEMBER 30

Theme: boundaries blur ... infotainment 24/7?

Strangelove: CH 7 & 8: Disintermediation: The political economy of television & Post-television society: diversity, citizenship, news, and global conflict, p. 174-229

Casebook: Twitter (Harvard, 2014)

Week #12, DECEMBER 7

Theme: course summary ... discoverability & the future of Canadian media and entertainment?

Strangelove: Conclusion, p. 229-246

Other Relevant Information:

*Changes to readings, course assignments, due dates, and/or grading scheme as indicated in this syllabus will be discussed in class prior to being implemented.

*On occasion, guest speakers may/will attend our class; students should refrain from contacting these guests after class, unless invited to do so. Please give Speakers your undivided attention.

*Cell phones must be turned off during all classes. No texting or emailing during class.

Policy Guidelines:

This course is conducted in accordance with all relevant University academic policies and procedures and students are expected to familiarize themselves with them and adhere to them. Students should refer online (ryersoncreative.ca) to the 2015/16 Creative Industries Student Handbook for specific information with respect to the following policies:

Policy #60: Student Code of Academic Conduct

Policy #61: Student Code of Non-Academic Conduct

- Policy #134: Undergraduate Academic Consideration and Appeals
- Policy #157: Ryerson's E-mail Accounts for Official Communication
- Policy #159: Academic Accommodation of Students with Disabilities

