

University of Texas at El Paso Syllabus ** Spring, 2020
Women's & Gender Studies

I. Course Title: WS 3384, CRN 26529: **Gender & the Business of Entertainment Media**
(Disney, 3D, Hollywood, Videogaming, Movie Sequel Madness, Adult Entertainment Industry (sex industry), neuromarketing, are analyzed in this course)

We will examine how gender affects the production, distribution, and marketing of media. We will explore entertainment media industries at large from multiple perspectives – primarily economic, technological, and institutional. focusing throughout on the Hollywood media industry as a “culture industry.” Dominant mode(s) of production, distribution, and exhibition are analyzed.

Students will gain a broad foundation of theory, influences, issues, and behind-the-scenes processes on the intersection of gender and entertainment media industries. Outcomes will include media literacy, quantitative and qualitative analyses and community engagement.

Instructor: Ruth McDonald
Telephone: 820 - 3598
Office Hours: MW : 11:00-12:00; & by appointment

E-mail: Rmmcdonald@utep.edu (use “WS 3384” in the subject line)

Note: **Always include the course name in the subject line and your name in the body of the e-mail.**

II. Text(s) and Materials

Required Text: Campbell, R., Martin, C., Fabos, B. (2017). (11th edition).

Media & culture: An introduction to mass communication. Boston: Bedford/St. Martin's.

III. Course Requirements

Grading Scale:

<u>Point Range</u>	<u>Letter Grade</u>
100-90	A
89-80	B
79-70	C
69-60	D
59-50	F

Evaluation: Your grade will be determined by performance in the following categories

	<u>Grade (%)</u>
Exam 1	15 %
Exam 2	15 %
Exam 3	15 %
Media Journal	20 %
Homework & Presentations	10 %
Final Project (paper & presentation)	15 %
Attendance & Participation	10 %
Community service/engagement (to be addressed in class)	

IV. Instructor's Policies:
Meetings with the Instructor:

Students are encouraged to meet with the instructor as needed. A few minutes with her can often eliminate confusion or anxiety concerning an assignment.

Participation:

Participation is a critical element in any Women's Study course. Students are encouraged to participate in all lectures/discussions. When students share their experiences with the class, the course material often becomes more interesting and comprehensible.

Attendance:

Students are expected to attend all class sessions. Attendance will be taken at the beginning of each class. Please be on time to avoid being counted absent. Two unexcused absences may result in the student being dropped from the course.

Drops:

It is the student's responsibility to initiate withdrawal from the course during the appropriate time period specified in the class Bulletin.

Academic Dishonesty/Cheating/Plagiarism:

It is very important that all written work and oral presentations be in your own words and of your own creation. Quotations or paraphrasing are acceptable, but they must be accompanied by the appropriate citation. To plagiarize means:

“To steal and pass off (the ideas or words of another) for one's own use without crediting the source” (Webster's Dictionary, 1989).

Plagiarism consists of submitting someone else's work under your name or not citing the source of your information. Cheating consists of obtaining information from someone other than the instructor during an exam, or on other assignments. If evidence of these activities is found students it will be turned over to the Vice-President of Student Affairs.

Classroom Courtesy:

Students are expected to conduct themselves in a courteous manner. This also applies to the usage of cell phones, mobile devices, & laptops, which must be turned off and stowed away during class time. You may be asked to leave if your cell phone disrupts classroom activities.

V. Calendar:

This is a tentative schedule and is subject to change at anytime. It is important that you complete the readings on time in order for you to fully understand and participate in the discussions. Students should be prepared to participate in classroom activities.

<u>Week</u>		<u>Reading Assignment</u>
Week 1: Jan. 21	Introduction to the course Media Industries & Gender Academic journal research	Chpt. 1
Week 2: Jan. 27	Mass media, audience (Chpt. 2
Week 3: Feb. 3	Music & Gender rep	Chpt. 3
Week 4: Feb. 10	Broadcasting & Rad.	Chpt. 4
Week 5: Feb. 17	Television	Chpt. 5
Week 6: Feb. 24	Exam 1 & Media Journals Due Introduction to MP Industry	Chpt. 6
Week 7: March 2	MP Industry Continued Gender & MP Industry	Chpt. 6 & 7
Week 8: March 9	The Business of Adv Rep. in Adverts	Chpt. 10
Week 9: March 16	SPRING BREAK	
Week 10: March 23	Gender & Mg. Review Exam 2 & Journals are due	Chpt. 8 & 9
Week 11: March 30	Women's History Month Conference	Chpt. 14
Week 12: April 6	Effects continued	
Week 13: April 13	Ent. Industry Economics	Chpt. 12, 15
Week 14: April 20	Presentations & Papers Are Due	
Week 15: April 27	Presentations & Papers Are Due	
Week 16: May 4	Course Wrap up and review for the final exam Presentations & Papers Are Due	
Week 17: May 11	Finals	

VI. Description of Assignments:**Exams:**

Exams will be based on information from the textbook, lectures and supplemental materials.

Tests may include multiple choice, short answer, and / or essay questions.

Homework & Presentations:

Projects will be assigned based on (1) student interest and (2) information discussed in class.

When time permits, students will share their findings/discoveries with the class. APA and MLA writing style will be utilized for response papers.

Media Journal:

Media literacy skills crucial to evaluating media and gender critically will be utilized in this semester long project. Journal entries will be based on assigned as well as student chosen media including, but not limited to, Social Media, music videos, video game industry, motion picture industry, neuromarketing, Web sites, newspapers, magazines, television and radio programs, books and films. Students are encouraged to use the critical processes described in the text to connect the information from various sources i.e. agenda setting, political economy approach, cultivation effects, feminist theory, etc. Additional information on specific media, journal entry formats. Deadlines will be provided by your instructor.

Final Project:

Students will develop a PowerPoint/Prezi presentation based on (1) student interest and (2) topics addressed in class. Additionally, students will utilize a framework such as the political economy approach for this project. Additional theory/frameworks will be addressed in class. The presentation length TBA and should be accompanied by PowerPoint/Prezi, additional visual aids may be used. An individual paper utilizing APA or MLA Style Format will be due the day of presentations.

Classroom Activities:

Students must be present in order to receive credit for these activities.

Late Work:

Students are expected to take exams, and turn in assignments on time. Late assignments/work will not be accepted. Exams may be made up only if the instructor deems the absence is excused and will not be the same as the test given to the class.