

The University of Texas at El Paso
Women's and Gender Studies
WS 3384: The Business of Entertainment Media and Gender
Welcome/Bienvenidos!

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Office Hours: Please email for a time to meet, we can meet via phone, zoom, teams & on campus

Announcements: Check Blackboard M-F for updates and course announcements.

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.
 ---Additional Selected Readings provided in class

Course Description: 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 cultural, economic, technological, and institutional. focusing throughout on the Hollywood media industry as a “culture industry.” Media hegemony and dominant mode(s) of production, distribution, and exhibition are analyzed.

Course Outcomes: 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.

Class Philosophy: This course provides the student who takes it with a degree of flexibility that is unavailable in the traditional classroom setting. You choose when you read and answer discussion questions as long as your work is completed by the due date. In a very real sense, your learning is self-directed and self-motivated. What you take away from the course will in large measure be determined by how much time and effort you put into it.

Course Objectives and University Learning Outcomes

<u>Student Learning Objective</u>	<u>Outcome</u>
Examine how gender affects the production, distribution and marketing in Hollywood entertainment industries	 Critical Thinking Skills
Evaluate how entertainment industries influence and perpetuate cultural and societal perceptions of gender	 Problem Solving skills  Critical Thinking skills
Foster media literacy for the intersection of gender and entertainment industries	 Communication Skills  Confidence
Develop and create a questionnaire	  Problem solving skills, Teamwork skills  Communication Skills

Foster a sense of responsibility for their community through engagement and participation with community partners, for “empowering communities against sex trafficking” workshops



Social
Responsibility

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 %
Assignments	45%
Group Discussions	25 %
Community service/engagement (to be addressed in class)	

I. Exams: Exams will consist of objective-style questions short answer and essays.

II. Assignments: The purpose of your weekly assignment is to build your own database of entertainment examples that illustrate, or contradict, the ideas found in the readings and analyses.

III. Discussions: Post threads to discussion topics as specified. You are encouraged to post more responses. You are welcome to discuss asynchronously, which means at your convenience.

Rubric: Discussion Postings

Full Credit	Partial Credit	Little to No Credit
<ul style="list-style-type: none"> • Responds fully to question • Gives a realistic response • Expresses ideas clearly and persuasively • Exercises good judgment in selection of relevant ideas • Presents ideas clearly, logically, coherently, • Expresses facts correctly • ideas are well organized and in own wording • Responses meet min. word criteria • Responses to others are thoughtful and supported with research and practical application <p>Uses and cites course text/module to support response</p>	<ul style="list-style-type: none"> • Responds adequately to question asked • Selects ideas which are supportive • Presents ideas clearly • Expresses facts correctly • Ideas are organized and in own wording • contains noticeable errors in grammar, punctuation, word choice, spelling • Expresses ideas with some confusion • Expresses ideas clearly and persuasively • Meet word count min. <p>Uses course text/module to support response minimally</p>	<ul style="list-style-type: none"> • Partially responds to what the question asks • Responds to question with some errors • Ideas are lacking in support and unclear. • Facts are inaccurate • Copies, wording from sources • Contains substantial errors in grammar punctuation, word choice or spelling throughout • Presents ideas unclearly with little organization • <50 words • Responses reflect general ideas without supporting references to readings and supporting research. <p>Responses to others are minimal or none. (e.g., "I agree!" or "I like the ideas!")</p>

COPYRIGHT STATEMENT FOR COURSE MATERIALS All materials used in this course are protected by copyright law. The course materials are only for the use of students currently enrolled in this course and only for the purpose of this course. **Course materials may not be further disseminated/placed, outside of this course.**

PLAGIARISM AND CHEATING: It is expected that you will write all of your own papers and that you will know how to cite sources and quote people appropriately (using APA style for this course). If you are not familiar with APA style, the Tutoring and Learning Center located in the UTEP library can help you. Plan ahead for your written assignments.

IMPORTANT: Any indication that you are submitting someone else's work, or that you are adopting statements or ideas of another person without appropriate acknowledgment (plagiarism), will have serious repercussions. Any plagiarism, cheating, or collusion to cheat observed in this class will be reported to the Dean of Students who will initiate disciplinary proceedings. **Do not risk your good name and your future, based on anxiety about grades, peer pressure, lack of time management, or feeling overwhelmed. Instead schedule an appointment with me about any problems or concerns you have about the course, course assignments, course material, etc.**

PLAGIARISM DETECTING SOFTWARE Course work and assessments will be submitted to SafeAssign, a plagiarism detecting software. SafeAssign is used review assignment submissions for originality.

Scholastic Integrity

Academic dishonesty is prohibited and is considered a violation of the UTEP Handbook of Operating Procedures. It includes, but is not limited to, cheating, plagiarism, and collusion. **Cheating may involve copying from or providing information to another student**, possessing unauthorized materials during a test, or falsifying research data on laboratory reports. **Plagiarism occurs when someone intentionally or knowingly represents the words or ideas of another person's as one's own.** And, collusion involves collaborating with another person to commit any academically dishonest act. Any act of academic dishonesty attempted by a UTEP student is unacceptable and will not be tolerated. Violations will be taken seriously and will be referred to the [Dean of Students Office](#) for possible disciplinary action. Students may be suspended or expelled from UTEP for such actions.

Academic dishonesty is an assault upon the basic integrity and meaning of a University. Cheating, plagiarism, and collusion in dishonest activities are serious acts which erode the University's educational and research roles and cheapen the learning experience not only for the perpetrators, but also for the entire community. It is expected that UTEP students will understand and subscribe to the ideal of academic integrity and that they will be willing to bear individual responsibility for their work. Materials (written or otherwise) submitted to fulfill academic requirements must represent a student's own efforts. Any act of academic dishonesty attempted by a UTEP student is unacceptable and will not be tolerated. Violations will be referred to the Dean of Students Office for possible disciplinary action. Students found to be cheating or plagiarizing will be subject to disciplinary action in accordance with the policy set forth in the UTEP catalog. Refer to: <http://www.utep.edu/dos/>

Artificial Intelligence (AI) ---- Use of AI technologies or automated tools, particularly generative AI such as [ChatGPT](#) or [DALL-E](#), is **not allowed** for assignments in this class. Each student is expected to use critical and creative thinking skills to complete tasks and not rely on computer-generated ideas. Any direct use of AI-generated materials submitted as your own work will be treated as plagiarism and reported to the Office of Student Conduct and Conflict Resolution (OSCCR).

Consider how this will affect your credibility as a writer and scholar before doing so. Any direct use of AI-generated materials submitted as your own work will be treated as plagiarism and reported to the Office of Student Conduct and Conflict Resolution.

Course Drop Policy ----- I will not drop you from the course. However, if you feel that you are unable to complete the course successfully, please let me know and then contact the [Registrar's Office](#) to initiate the drop process. If you do not, you are at risk of receiving an "F" for the course.

Accommodations Policy -- The University is committed to providing reasonable accommodations and auxiliary services to students, staff, faculty, job applicants, applicants for admissions, and other beneficiaries of University programs, services and activities with documented disabilities in order to provide them with equal opportunities to participate in programs, services, and activities in compliance with sections 503 and 504 of the Rehabilitation Act of 1973, as amended, and the Americans with Disabilities Act (ADA) of 1990 and the Americans with Disabilities Act Amendments Act (ADAAA) of 2008. Students who become pregnant or have parenting responsibilities may also request reasonable accommodations. Reasonable accommodations will be made unless it is determined that doing so would cause undue hardship on the University. The UTEP Center for Accommodations and Support Services (CASS) will process requests for accommodations based on a disability, pregnancy, or parenting. Contact the Center for Accommodations and Support Services at 915-747-5148, email them at cass@utep.edu, or apply for accommodations online via the CASS portal

COURSE RESOURCES: Where you can go for assistance

UTEP provides a variety of student services and support. Please refer to the QR code below for a listing of campus resources or visit https://www.utep.edu/advising/student_resources/student-success-resource-hub.html.



Technology Resources

- [Help Desk](#): Students experiencing technological challenges (email, Blackboard, software, etc.) can submit a ticket to the UTEP Helpdesk for assistance. Contact the Helpdesk via phone, email, chat, website, or in person if on campus.

Academic Resources

- [UTEP Library](#): Access a wide range of resources including online, full-text access to thousands of journals and eBooks plus reference service and librarian assistance for enrolled students.
- [University Writing Center \(UWC\)](#): Submit papers here for assistance with writing style and formatting, ask a tutor for help and explore other writing resources.

Individual Resources

- [Military Student Success Center](#): Assists personnel in any branch of service to reach their educational goals.
- [Counseling and Psychological Services](#): Provides a variety of counseling services including individual, couples, and group sessions as well as career and disability assessments.