

FLORIDA ATLANTIC UNIVERSITY™

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Graduate Programs—NEW COURSE PROPOSAL

DEPARTMENT: SCMS

COLLEGE: DOROTHY F. SCHMIDT COLLEGE OF ARTS AND LETTERS

RECOMMENDED COURSE IDENTIFICATION:

PREFIX MMC COURSE NUMBER 6646 LAB CODE (L or C) _____

(TO OBTAIN A COURSE NUMBER, CONTACT RPOLANSK@FAU.EDU)

COMPLETE COURSE TITLE: POLITICAL ECONOMY OF THE MEDIA

EFFECTIVE DATE

(first term course will be offered)

CREDITS: 3

TEXTBOOK INFORMATION:

PLEASE SEE THE ATTACHED SYLLABUS

GRADING (SELECT ONLY ONE GRADING OPTION): REGULAR X SATISFACTORY/UNSATISFACTORY _____

COURSE DESCRIPTION, NO MORE THAN 3 LINES:

Students will study the organization and structure of the media industries, labor, recent technological developments and the global spread of the US media. Special emphasis is placed on the changing conditions in the U. S. political economy with a careful consideration of competition, monopoly, regulation, public policy and the role of the state in these matters.

PREREQUISITES*:

COREQUISITES*:

REGISTRATION CONTROLS (MAJOR, COLLEGE, LEVEL)*:

* PREREQUISITES, COREQUISITES AND REGISTRATION CONTROLS WILL BE ENFORCED FOR ALL COURSE SECTIONS.

MINIMUM QUALIFICATIONS NEEDED TO TEACH THIS COURSE: PH.D.

Faculty contact, email and complete phone number:

Manjunath Pendakur, mpendaku@fau.edu; 297-1558

Departments and/or colleges that might be affected by the new course must be consulted and listed here. Please attach comments from each.

Approved by:

Department Chair: _____

College Curriculum Chair: _____

Date:

4/23/12

5/2/12

ATTACHMENT CHECKLIST

♦Syllabus (see guidelines for requirements:
<http://www.fau.edu/graduate/facultyandstaff/programscommittee/index.php>)

College Dean: <u>Heather Colfma</u>	_____	• Written consent from all departments affected by new course
UGPC Chair: _____	_____	
Graduate College Dean: _____	_____	

Email this form and syllabus to UGPC@fau.edu **one week before** the University Graduate Programs Committee meeting so that materials may be viewed on the UGPC website prior to the meeting.

Political Economy of the Media (MMC 6646)

Spring Semester; Wed, 7:10 p.m-10:00 p.m.CU/222; 3 Credits.

Instructor: Professor Manjunath Pendakur

Office: CU 224

Contact Information: 297-1558

Office Hours: T-Th, 10:00-1:00 p.m. (held in CU 224)
or by appointment by sending an e-mail
to pendakur@fau.edu

Textbooks:

Vincent Mosco, *The Political Economy of Communication, 2nd Edition*, (London: Sage, 2009).

David Harvey, *A Brief History of Neoliberalism*, (Oxford: Oxford University Press, 2005).

William M. Kunz, *Culture Conglomerates: Consolidation in the Motion Picture and Television Industries*, (Lanham: MD. Rowman & Littlefield Publishers, 2007).

Lenin, V. I. *Imperialism the Highest Stage of Capitalism: A Popular Outline*, (New York: International Publishers, 1939)

Manjunath Pendakur, *Canadian Dreams and American Control: The Political Economy of the Canadian Film Industry*, (Detroit: MI, Wayne State University Press, 1990)

Supplementary Readings, handouts, web sites.

Course Objectives and Description:

Students will study the organization and structure of the media industries, labor, recent technological developments and the global spread of the US media. Special emphasis is placed on the changing conditions in the U. S. political economy with a careful consideration of competition, monopoly, regulation, public policy and the role of the state in these matters.

Course Mechanics:

Each class period will consist of lecture and discussion on the readings assigned during the previous class period.

Assignments and Grading

Class Participation/Presentations. The course will be conducted as a seminar, thus class participation is assumed. To encourage discussion of the reading material, each student will be assigned to lead the discussion for several specific readings during the semester. This assignment will include preparing a 1-2 page written

overview or outline of the reading to be distributed to other class members (25% of final grade).

Corporate Profiles. Each student will prepare a profile of a specific media/communication corporation/organization (25% of final grade). **Due: February 8, 2011 in class.**

Reflective Essay (50% of final grade)

Student will have to write a 15-20 page (double-spaced, 12 point Times font) research paper on a topic of their choice, but which must be related to the issues discussed in class and in the readings. The grade on the paper will be worth 50% of the class grade.

The purpose of the research paper is for students to examine in depth one or more issues raised in class. Before beginning to write the research papers, students must clear the topic with the professor and, after clearing the topic, must write a 1-2 page outline of the paper which includes: the thesis that will be argued, the main arguments that will be used to support the thesis, and at least five sources (books, articles, and other). The outline of the paper must be turned in to the professor no later than **March 5, 2012.**

Students may use some of the assigned and supplementary readings in class to do the research but they should also employ books and other articles. The only acceptable Internet sources for this research paper are articles from professional journals (Communications, Sociology, Political Science, Economics) that are accessible through JSTOR or Project Muse and which can be obtained through the library's electronic database. U.S. Government reports, Congressional testimony, UN System Reports, World Bank, and the IMF are acceptable sources. Industry periodicals, major newspapers/magazines, may also be used. Wikipedia is not acceptable as a reliable resource.

Students may choose either the MLA or the Chicago citation style (Chicago Manual of Style) as a citation format. However, once the citation format has been chosen, that style must be used consistently throughout the paper. If a student is not familiar with citation styles and rules, that student should consult the manuals of style (MLA or Chicago) available in the library. The research paper will be graded as follows:

Mechanics (spelling, grammar, syntax, proper citation) – 40%
Content (exposition, argumentation) – 60%

The professor will check all research papers for plagiarism by submitting them to the SafeAssign feature of Blackboard. Research papers that either contain plagiarism, no matter how small the plagiarized section is, or that are entirely plagiarized will receive an 'F'. The professor reserves the right to also fail the student who plagiarized and/or to place a notification of academic irregularity on the student's transcript. For more information on plagiarism, what it is, and how to avoid it, please see the section on "Policy on Plagiarism" in p. 4 of this syllabus.

Research papers must be turned in to the professor no later than 10 a.m., **May 2, 2012.** Five (5) points will be deducted from the research paper grade for each day that the paper is late. Absolutely no exceptions will be made to this policy.

Grading Scale:

100-90: A
89-88: B+
87-82: B
81-80: B-

79-78: C+
77-70: C
69-68: D+
67-62: D
61-60: D-
Below 60: F

Important Dates:

The students are advised to keep the following dates in mind:

Jan 13: Last day to register/drop/add or withdraw with full refund.

Jan 20: Last day to drop or withdraw without receiving W.

March 2: Last day to drop or withdraw without receiving F.

Officially dropping a course is the student's responsibility. If, for whatever reason, a student stops attending class, completing the assignments, or taking the tests, that student should make sure he/she officially drops this course. Otherwise, he/she will receive an 'F' in the course. No exceptions will be made to this.

Official Holidays and Breaks:

Jan 16th: MLK Day

March 5th to 11th: Spring Break

Policy on Incompletes:

As a general rule, incompletes will not be given in this course. However, should there be a case in which I believe that a student genuinely merits receiving a grade of 'I', the following university policy must and will be followed:

Should a student wish to receive an 'I' (Incomplete) grade for this course, that student must provide (1) a written request stating his/her reasons, and (2) written evidence for these reasons to me.

If, in consultation with the SCMS department Chair, I approve of the student's request, the student must go to School of Communication & Multimedia Studies to fill out the 'Incomplete' form, in which I will specify the deadline for completing the course work, and the default grade that the student will receive if he/she does not complete the work by the stated deadline. The student and I must sign this form.

In all cases, university policy states that if the 'Incomplete' form is not filled out and signed by student, professor, and chairperson, the Registrar's Office will automatically change the 'I' to an 'F' after six months have expired. As well, if the form is filled out but the student has not completed the course work by the stated deadline, the Registrar's Office will automatically change the 'I' to an 'F'.

Once the student has turned in all of the work required to complete the course by the stated deadline, he/she bears full responsibility for confirming that the 'I' has been changed to a grade.

Absolutely no exceptions will be made to this.

Policy on Plagiarism:

Plagiarism, i.e., the presenting of the words or ideas of another person as one's own, is a serious academic offense that may result in failure in a course or in

suspension from the University. The SCMS department and its faculty will, absolutely and without exception, enforce the University policy regarding plagiarism.

Quotation of another person's words must be indicated in one of the standard ways. This applies to all quoted material, including passages, sentences, and important parts of sentences that are used *verbatim*. Do not paraphrase or virtually quote passages by changing a few words or the word order.

Relating the information in a quote by using different word or expressions, without paraphrasing, also requires citation.

As well, the use of another person's ideas, even without quoting or paraphrasing, requires citation.

The source of all quoted matter and the source of all ideas and information that are taken from the work of another person and that are not a matter of general knowledge must be indicated by the proper use of reference notes. Remember this: When in doubt as to whether or not citation is required, it is better to be safe and use reference notes than not to use them.

If not familiar with the proper use of reference notes, either consult with your professor or consult one of the many reference manuals available in the library (such as the MLA manual of style, the Chicago manual of style, or the APA (American Psychological Association) manual of style). Always inquire whether your professor has a particular stylistic preference regarding citations (that is, either MLA, Chicago style, or APA).

Remember this: Reference notes show that an idea or information came from a published source. Quotation marks show that the specific words of another person are being used. Students are expected to be familiar with section 6C5-4.001 of the Florida Administrative Code (printed on p. 72 of the University Catalog), which describes the penalties incurred by students when they engage in academic irregularities such as plagiarism.

Code of Ethics:

Students at Florida Atlantic University are expected to maintain the highest ethical standards. Academic dishonesty, including cheating and plagiarism, is considered a serious breach of these ethical standards, because it interferes with the University mission to provide a high quality education in which no student enjoys an unfair advantage over any other. Academic dishonesty is also destructive of the University community, which is grounded in a system of mutual trust and places high value on personal integrity and individual responsibility. Harsh penalties are associated with academic dishonesty. For more information, see <http://www.fau.edu/regulations/chapter4/4.001> Code of Academic Integrity.pdf

Accommodations for Students with Disabilities:

In compliance with the Americans with Disabilities Act (ADA), students who require special accommodations due to a disability to properly execute coursework must register with the Office for Students with Disabilities (OSD) located in Boca Raton - SU 133 (561-297-3880), in Davie - MOD I (954-236-1222), in Jupiter - SR 117 (561-799-8585), or at the Treasure Coast - CO 128 (772-873-3305), and follow all OSD procedures.

Course Outline and Readings

Week 1: Jan 11 **What's in a name?**

Introduction to the course and readings; Historical moment and who we are and how do we study it. Intellectual foundations of the political economy tradition of research.

Read: Dallas Smythe, "On the Political Economy of Mass Communications," *Journalism Quarterly*, Autumn 1960.

Week 2: Jan 18 **Historical and Theoretical Foundations**

Read:

Vincent Mosco, Chapters 1, 2, 3

Supplementary Reading:

Graham Murdock & Peter Golding, "For a Political Economy of Mass Communications," *Socialist Register*, London: Merlin Press, 1974, pp. 205-234.

Nicholas Garnham, "Contribution to a Political Economy of Mass Communication," in *Capitalism and Communications: Global Culture and the Economics of Information*, Sage, 1990.

Robert E. Babe, Chap. 1: Genealogy of Political Economy, in *Cultural Studies and Political Economy*. Lanham, MD: Lexington Books, pp. 13-59. (pp. 46-59 = notes)

Week 3: Jan 25 **The Political Economy of Communications/Media**

Mosco, *PE/C*:

Chap. 4. The Development of a Political Economy of Communication.

Chap. 5. The Political Economy of Communication: Building a Foundation.

Chap. 6. The Political Economy of Communication Today.

Dallas Smythe, "Communications: Blindspot of Western Marxism," *Canadian Journal of Political and Social Theory*, 1:3, Fall 197.

Graham Murdock, "Blindspots about Western Marxism: A Reply to Dallas Smythe," *Canadian Journal of Political and Social Theory*, 2:2, Spring-Summer 1978 (in PEM-I).

Supplementary Reading:

Eileen R. Meehan, Vincent Mosco & Janet Wasko, "Rethinking Political Economy: Change and Continuity," in Mark Levy and Michael Gurevitch, eds., *Defining Media Studies*, New York: Oxford University Press, 1994.

Edward Herman, "The Propaganda Model Revisited," in Robert W. McChesney, Ellen Meiksins Wood and John Bellamy Foster, eds., *Capitalism and the Information Age: The Political Economy of the Global Communication Revolution*, New York: Monthly Review Press, 1998.

Oscar Gandy, "The Political Economy Approach: A Critical Challenge," *Journal of Media Economics*, Summer 1992.

Week 4: Feb 1 **Commodities and Markets**

Mosco, *PE/C*: Chap. 7. Commodification: Content, Audiences, Labor.

Karl Marx, "The Fetishism of Commodities and the Secret Thereof," from *Capital: Volume One. A Critical Analysis of Capitalist Production* (Orig. 1867) Reprinted in R. Tucker, ed., *The Marx-Engels Reader*. London: W. W. Norton & Co., 1972.

Graham Murdock, "Marx on Commodities, Contradictions and Globalisations: Resources for a Critique of Marketised Culture," *Compós*, December 2006. www.compos.com.br/e-compos.

Supplementary Reading:

Robert Duboff, "The Flow of Economic History: Accumulation, Monopolization, Competition," in *Accumulation and Power*, Armonk, NY: M.E. Sharpe, 1989, pp. 3-10.

Eileen R. Meehan and Paul J. Torre, "Markets in Theory and Markets in Television," Janet Wasko, Graham Murdock, and Helena Sousa, eds., *The Handbook of the Political Economy of Communications*, Malden, MA: Wiley-Blackwell, 2011, pp. 62-82.

Ben H. Bagdikian, *The Media Monopoly*, Boston: Beacon Press, 5th ed., 1997, Chapter 1: "The Endless Chain," pp. 3-26; and "Preface to Fifth Edition: The New Communications Cartel," pp. ix-xxxvii.

Robert W. McChesney, John Bellamy Foster, Inger L. Stole, and Hannah Holleman, "The Sales Effort and Monopoly Capital," *Monthly Review*, April 2009. Online at <http://www.monthlyreview.org/090406-mcchesney-foster-stole-holleman.php>.

Week 5: Feb 8 **Ownership and Control**

Maurice Zeitlin, "Corporate Ownership and Control: The Large Corporation and the Capitalist Class," *American Journal of Sociology*, March 1974.

William M. Kunz, *Culture Conglomerates: Consolidation in the Motion Picture and Television Industries*, (Lanham: MD. Rowman & Littlefield Publishers, 2007), Chapters 1-3, pp. 1-104.

Supplementary Reading:

Edward Herman, *Corporate Control, Corporate Power*, NY: Cambridge Univ Press, 1981. Chap. 2. "Control and Strategic Position."

Graham Murdock, "Large Corporations and Communication," in *Culture, Media & Society*, Michael Gurevitch, Tony Bennett, James Curran and Janet Woollacott, eds., London: Methuen, 1982.

Eileen Meehan, "Deregulation and Integrated Oligopolies: Television at the Turn of the Century," in Graham Murdock and Janet Wasko, eds., *Media in the Age of Marketization*, Cresskill, NJ: Hampton Press, 2007.

John Scott, "Corporate Groups and Network Structure," in J. McCahery, S. Picciotto, and C. Scott, eds., *Corporate Control and Accountability: Changing Structures and the Dynamics of Regulation*, Oxford: Clarendon, 1993.

Janet Wasko, "New Methods of Analyzing Concentration," *Policy Research in Telecommunications*, Vincent Mosco, ed., Norwood, NJ: Ablex, 1984.

John Scott, *A Matter of Record*, Cambridge: Polity Press, 1991. Chap. 1 & 2..

Corporate Profiles Due today!

Week 6: Feb 15 Labor and trade unions

Mosco, *PE/C*: Chap. 8. Spatialization: Space, Time and Communication.

Vincent Mosco, "The Political Economy of Labor," in Janet Wasko, Graham Murdock, and Helena Sousa, eds., *The Handbook of the Political Economy of Communications*, Malden, MA: Wiley-Blackwell, 2011, pp. 358-380.

Stana Martin, "The Political Economy of Women's Employment in the Information Sector," in Ellen Riordan and Eileen R. Meehan, eds., *Sex and Money: Feminism and Political Economy in the Media*, Minneapolis: University of Minnesota Press, 2002.

Supplementary Reading:

David Hesmondalgh and Sarah Baker, "Toward a Political Economy of Labor in the Media Industries," in Janet Wasko, Graham Murdock, and Helena Sousa, eds., *The Handbook of the Political Economy of Communications*, Malden, MA: Wiley-Blackwell, 2011, pp. 381-400.

Catherine McKercher, "Hollywood Unions and the Fight for Work," in Janet Wasko and Mary Erickson (eds.), *Cross-Border Cultural Production: Economic Runaway or Globalization?* Amherst, NY: Cambria Press, 2008.

John Lent, "The Animation Industry and Its Offshore Factories," in Gerald Sussman and John A. Lent, eds., *Global Productions: Labor in the Making of the "Information Society,"* Hampton Press, 1998.

Dean Colby, "New Media as a New Mode of Production," in Catherine McKercher and Vincent Mosco, eds., *Knowledge Workers in the Information Age*. Lanham, MD: Lexington Books, 2007.

Jefferson Cowie, *Capital Moves: RCA's 70-Year Quest for Cheap Labor*, Cornell University Press, 1999, pp. 12-151.

Week 7: Feb 22 Theories and Role of the State I

David Harvey, *A Brief History of Neoliberalism*, Chapters 1-3, pp. 1-86.

Ron Tabor, "The Marxist Theory of the State," online at <http://www.spunk.org/texts/pubs/lr/sp001715/marxron.html>

Week 8: Feb 29 Theories and Role of the State II

Vincent Mosco, "The Mythology of Telecommunications Deregulation," *Journal of Communication*, 1990, Winter, pp. 36-49.

Week 9: Mar 7 **No Class** due to Spring Break

Week 10: Mar 14 Globalization and International Markets

Pendakur, "Coproductions and Merchants of Culture", Canadian Dreams and American Control, 194-221.

Duboff, Richard B., "NAFTA and Economic Integration in North America", Mosco and Schiller, Eds, Continental Order?, Rowan Littlefield, 2001, 35-64.

Sanchez-Ruiz, Enrique E., Globalization, Cultural Industries, and Free Trade: The Mexican Audio Visual Sector in the NAFTA Age", Continental Order? 86-119.

Week 11: Mar 21 **Globalization and the Media**

GATT, WTO.

Pendakur, "Freetrade Anxieties", Canadian Dreams and American Control, Chapter 8, pp. 251-276.

Week 12: Mar 28 **Competition, Monopoly and Antitrust Law**

Antitrust laws, FTC, SEC

Howard A. Shelanski, "Antitrust Law as Mass Media Regulation: Can Merger Standards Protect the Public Interest?" *California Law Review* 92, 2006, pp. 371-421.

Dept of Justice, Antitrust Division, "An Antitrust Primer for Federal Law Enforcement Personnel," online at <http://www.justice.gov/atr/public/guidelines/209114.htm>

Week 13: April 4 **Antitrust Law: Cartels**

Lenin, V. I., Imperialism the Highest Stage of Capitalism: A Popular Outline , Chapters 1-4, pp. 16-62

Supplementary Reading:

Webb-Pomerene Export Trade Act:

[http://www.dicksteinshapiro.com/files/Publication/518eafb1-5df5-4b8f-bcfb-013f07753df3/Presentation/PublicationAttachment/8c563117-3d1f-4cf4-833f-0737df6d6b19/DSMDB-%231987778-v1-Global Competition Review.pdf](http://www.dicksteinshapiro.com/files/Publication/518eafb1-5df5-4b8f-bcfb-013f07753df3/Presentation/PublicationAttachment/8c563117-3d1f-4cf4-833f-0737df6d6b19/DSMDB-%231987778-v1-Global%20Competition%20Review.pdf)

Eliot Jones, "Webb-Pomerene Act", [http://www.jstor.org/sici?sici=0022-3808\(192011\)28:9%3C754:TWA%3E2.0.CO;2-0](http://www.jstor.org/sici?sici=0022-3808(192011)28:9%3C754:TWA%3E2.0.CO;2-0)

Jack Valenti & the MPAA/MPEAA:

<http://govinfo.library.unt.edu/tdrc/hearings/13mar00/jvalenti.pdf>

Week 14: April 11 **Technology and Social Policy**

Robert McChesney, "The Internet and U.S. Communications Policymaking in Historical and Critical Perspective", The Political Economy of Media: Enduring Issues, emerging dilemmas, Monthly Review Press, 2008, 355-382.

Shniad, Sid and Richardson, Charley, "Restructuring Global Telecommunications: The Telephone Workers' Response in British Columbia", Sussman, Gerald and Lent, John, Global Productions: Labor in the Making of "Information Society", Hampton Press, 255-277.

Ken Auletta, Googled, The Penguin Press, 2009, Chapter 7-10, 121-198.

Week 15: April 18 Copyright, Hackers Ethics and Wikileaks

Ronald Bettig, *Copyrighting Culture: The Political Economy of Intellectual Property*, Boulder, CO: Westview Press, 1997, Chapters

Johan Söderberg, "Copyleft vs. Copyright: A Marxist Critique," online at http://131.193.153.231/www/issues/issue7_3/soderberg/index.html

Week 16: April 25 New Directions in Political Economy Research

Pendakur, "Political Economy and Ethnography: Transformation in an Indian Village", Wasko, Mosco and Pendakur, Eds., Illuminating the Blindspots. Essays Honoring Dallas W. Smythe, Ablex, 1993, 82-111.

Week 17: May 2 Final Paper Due in CU 224 at 10 am.

Skim: "Who Rules? An Internet Guide to Power Structure Research"
<http://www.uoregon.edu/~vburriss/whorules/index.htm>