**FLORIDA ATLANTIC UNIVERSITY**

Graduate Programs—NEW COURSE PROPOSAL

**DEPARTMENT:** SCMS

**COLLEGE:** DOROTHY F. SCHMIDT COLLEGE OF ARTS AND LETTERS

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**RECOMMENDED COURSE IDENTIFICATION:**

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

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

**COMPLETE COURSE TITLE:**

**CREDITS:** 3

**TEXTBOOK INFORMATION:** SEE ATTACHED SYLLABUS

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**GRADING (SELECT ONLY ONE GRADING OPTION):**

REGULAR [X] SATISFACTORY/UNSATISFACTORY

**COURSE DESCRIPTION,** **NO MORE THAN 3 LINES:**

*Organization and structure of the U.S. media industries, labor, technological developments, and global expansion. Special emphasis is placed on the changing conditions of U.S. political economy, considering changes in competition, monopoly, regulation, public policy and the role of the state.*

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**PREREQUISITES:**

**COURSE CONTROLS:**

**REGISTRATION CONTROLS (MAJOR, COLLEGE, LEVEL):**

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**MINIMUM QUALIFICATIONS NEEDED TO TEACH THIS COURSE:**

**PH.D.**

Faculty contact, email and complete phone number:

Manjunath Pendakur, Pendakur@fau.edu; 561-297-1558.

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**ATTACHMENT CHECKLIST**

- Written consent from all departments affected by new course

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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.

FAUniverseGrad—Revised July 2012
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:


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

William M. Kunz, *Culture Conglomerates: Consolidation in the Motion Picture and Television

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-
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.


Week 2: Jan 18 Historical and Theoretical Foundations

Read:

Vincent Mosco, Chapters 1, 2, 3

Supplementary Reading:


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 1978.


Supplementary Reading:


Week 4: Feb 1 Commodities and Markets


Supplementary Reading:


Week 5: Feb 8 Ownership and Control


Supplementary Reading:


Corporate Profiles Due today!
Week 6: Feb 15 Labor and trade unions


Supplementary Reading:


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

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


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


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.


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


Week 13: April 4 Antitrust Law: Cartels

Lenin, V. I., Imperialism the Highest Stage of Capitalism: A Popular Outline, Chapters 1-4, pp. 18-62

Supplementary Reading:

Webb-Pomerene Export Trade Act:
http://www.dicksteinshapiro.com/files/Publication/S18eafb1-5df5-4b8f-bcfb-013f07753df3/Presentation/PublicationAttachment/8c563117-3d1f-4cf4-833f-0737df6d6b19/DSMDB-%2331987728-v1-Global_Competition_Review.pdf


Jack Valenti & the MPAA/MPEAA:
http://govinfo.library.unt.edu/tdrc/hearings/13mar00/jvalenti.pdf

Week 14: April 11 Technology and Social Policy


Week 15: April 18 Copyright, Hackers Ethics and Wikileaks


Week 16: April 25 New Directions in Political Economy Research


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

http://www.uoregon.edu/~vburris/whorules/index.htm
Nancy Diamond

From: Nancy Poulson  
Sent: Thursday, September 20, 2012 2:20 PM  
To: Nancy Diamond  
Cc: Manjunath Pendakur  
Subject: FW: syllabus proposed course MMC 6646

Nancy:
Here is the sign off from the Department of Political Science for MMC 6646. You already have a copy of the new course form, which I will bring to the next meeting with our Dean’s signature and mine. Please put it back on the agenda for the October meeting.
Thanks,
Nancy

Dr. Nancy Kason Poulson
Professor of Spanish and Latin American Studies
Director of Graduate Studies
Department of Languages, Linguistics and Comparative Literature - CU 232K
Florida Atlantic University
777 Glades Road
Boca Raton, FL 33431-0991

Office: 561-297-3845
FAX: 561-297-2657

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Aimee Arias
Associate Professor and Chair
Department of Political Science
Florida Atlantic University
777 Glades Road, SO 392A
Boca Raton, FL 33431
Phone: 561.297.3211
E-mail: akanner2@fau.edu
Dear Amy,

I am herewith attaching a new course that I have developed and proposed for graduate students after teaching it once last year. I had shared this with Jeffrey last year for his information and asked him to encourage some of your students to consider taking it.

I have two reasons in sharing this with you now:

1. One to request you to promote it in your Department next fall when I teach it.
2. To ask for an email note from you in support of this course.

Please see the email below from Nancy Paulson which explains the reasons as to why I am asking for a note from you.

Please send the note to me and to Nancy.

I appreciate your help.
Warm Regards,
Manju

Manju:
We discussed your new course proposal, MMC 6646, today at the University Graduate Programs Committee, and it was tabled until the next meeting because the committee wants you to do two minor things:

1) Redo the new course proposal form (and there is a brand new form) because you need to shorten the course description so that it is no more than three lines. Right now it is four.
2) Some members thought you should send the syllabus to the Department of Political Science and get an email sign off from them on the course. The representative from the College of Business indicated that it would not be necessary to run it by the Department of Economics.

When you make these minor changes, please email me the revised new course form with Noemi’s signature and copy Nancy Diamond (diamond@fau.edu). When you receive the email response from the Department of Political Science, just forward it on to me and Nancy Diamond.

Thanks,
Nancy

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