ADCO 1208 Entertainment Media, 4 Credits, Spring 2015

Instructor: Matt Sienkiewicz, Ph. D.
email: matt.sienkiewicz@bc.edu
Office: Malony Hall 521
Office Hours: Thursdays 4 to 6 and by appointment
Telephone: 617-552-4846
Schedule: Thursday 6:15 to 9:15
Room: Stokes Hall 103N

Boston College Mission Statement
Strengthened by more than a century and a half of dedication to academic excellence, Boston College commits itself to the highest standards of teaching and research in undergraduate, graduate and professional programs and to the pursuit of a just society through its own accomplishments, the work of its faculty and staff, and the achievements of its graduates. It seeks both to advance its place among the nation's finest universities and to bring to the company of its distinguished peers and to contemporary society the richness of the Catholic intellectual ideal of a mutually illuminating relationship between religious faith and free intellectual inquiry.

Boston College draws inspiration for its academic societal mission from its distinctive religious tradition. As a Catholic and Jesuit university, it is rooted in a world view that encounters God in all creation and through all human activity, especially in the search for truth in every discipline, in the desire to learn, and in the call to live justly together. In this spirit, the University regards the contribution of different religious traditions and value systems as essential to the fullness of its intellectual life and to the continuous development of its distinctive intellectual heritage.

Course Description

Focuses on the study of entertainment media from historical, critical and practical perspectives. Topics include film history, broadcast history, video games, the Internet, screenwriting and sports media. Projects include film reviews, short screenplays and analyses of how television networks make business decisions. In addition to lectures and screenings, the class includes a variety of practical exercises and guest speakers from across the entertainment industries.

Course Objectives

1. Students will gain factual knowledge with regards to the history of American broadcasting, the development of different entertainment industries and the basic techniques behind a variety of media production processes.
2. Students will learn a variety of ideas and theories that help illuminate the world of American entertainment media. These will range from the reasoning behind television scheduling strategies to the portrayal of race and religion on film and television.
3. Students will develop their skills in written expression both with regards to traditional long-form academic writing and more vocational genres such as screenwriting.
4. Students will develop an understanding of the multiple uses of media in differing American communities will learn the impact of culture, gender, and age in creation and consumption of media.
Grading

Attendance/Participation/In Class Exercises: 20%
Quizzes: 5%
Midterm: 15%
Script Exercise: 10%
Film Review: 10%
Reality TV Pitch: 10%
Network Notebook (3 entries): 10%
Final: 20%

WCAS Grading System
The undergraduate grading system consists of twelve categories: A (4.00), A- (3.67), excellent; B+ (3.33), B (3.00), B- (2.67), good; C+ (2.33), C (2.00), C- (1.67), satisfactory; D+ (1.33), D (1.00), D- (.67), passing but unsatisfactory; F (.00), failure; I (.00), incomplete; F (.00), course dropped without notifying office; W (.00), official withdrawal from course. The graduate grading system is A (4.00), A- (3.67), Excellent; B+ (3.33), B (3.00), good; B- (2.67), C (2.00), passing but not for degree credit; F (.00), failure.

Grade Reports. All students are required to log into the web through Agora to access their semester grades. Students must utilize their BC username and password to log on. If your username or password is not known the HELP Desk located in the Campus Technology Resource Center (CTRC) in O’Neill Library will issue a new one. The CTRC requires a valid picture ID (a BC ID, driver’s license or passport) to obtain your password.

Text(s)/Readings (Required)

Online Coursepack available on Blackboard (OC)

Text(s)/Readings (Recommended)
Five Stars! by Christopher Null
Saturday Night Live and American TV by Marx, Sienkiewicz and Becker
Production Culture by John Caldwell

Important Policies

http://www.bc.edu/content/bc/schools/advstudies/guide/academicinteg.html

Written Work

Graduate and undergraduate students are expected to prepare professional, polished written work. Written materials must be typed in the format required by your instructor. Strive for a thorough, yet concise style. Cite literature appropriately, using APA, MLA, CLA format per instructors decision. Develop your thoughts fully, clearly, logically and
specifically. Proofread all materials to ensure the use of proper grammar, punctuation, and spelling. You are encouraged to make use of campus resources for refining writing skills as needed [http://www.bc.edu/libraries/help/tutoring.html].

Scholarship and Academic Integrity

It is expected that students will produce original work and cite references appropriately. Failure to reference properly is plagiarism. Scholastic dishonesty includes, but is not necessarily limited to, plagiarism, fabrication, facilitating academic dishonesty, cheating on examinations or assignments, and submitting the same paper or substantially similar papers to meet the requirements of more than one course without seeking permission of all instructors concerned. Scholastic misconduct may also involve, but is not necessarily limited to, acts that violate the rights of other students, such as depriving another student of course materials or interfering with another student’s work.

Request for Accommodations

If you have a disability and will be requesting accommodations for this course, please register with either Dr. Kathy Duggan (dugganka@bc.edu), Associate Director, Connors Family Learning Center (learning disabilities or AHD) or Dean Paulette Durrett, (paulette.durrett@bc.edu), Assistant Dean for students with disabilities, (all other disabilities). Advance notice and appropriate documentation are required for accommodations. http://www.bc.edu/content/bc/libraries/help/tutoring/specialservices.html.

Attendance

Class attendance is an important component of learning. Students are expected to attend all classes and to arrive by the beginning of and remain for the entire class period. When an occasion occurs that prevents a student from attending class, it is the student’s obligation to inform the instructor of the conflict before the class meets. The student is still expected to meet all assignment deadlines. If a student knows that he or she will be absent on a particular day, the student is responsible for seeing the instructor beforehand to obtain the assignments for that day. If a student misses a class, he or she is responsible for making up the work by obtaining a classmate's notes and handouts and turning in any assignments due. Furthermore, many instructors give points for participation in class. If you miss class, you cannot make up participation points associated with that class. Types of absences that are not typically excused include weddings, showers, vacations, birthday parties, graduations, etc. Additional assignments, penalties and correctives are at the discretion of the instructor. If circumstances necessitate excessive absence from class, the student should consider withdrawing from the class. In all cases, students are expected to accept the decision of the instructor regarding attendance policies specific to the class. Consistent with our commitment of creating an academic community that is respectful of and welcoming to persons of differing backgrounds, we believe that every reasonable effort should be made to allow members of the university community to observe their
religious holidays without jeopardizing the fulfillment of their academic obligations. It is the responsibility of students to review course syllabi as soon as they are distributed and to consult the faculty member promptly regarding any possible conflicts with observed religious holidays. If asked, the student should provide accurate information about the obligations entailed in the observance of that particular holiday. However, it is the responsibility of the student to complete any and all class requirements for days that are missed due to conflicts due to religious holidays.

There may be circumstances that necessitate a departure from this policy. Feel free to contact the WCAS at 617-552-3900 for consultation.

**Deadlines**

Assignments are due at the beginning of the class period on the specified dates. Late assignments will be graded accordingly.

**Course Assignments (readings, exercises and/or experiences)**

**Attendance and Participation:** Students are expected to attend all classes having completed readings and screenings and ready to discuss them. Smaller assignments (those not listed below) contribute to the “participation” portion of the grading for the course.

**Readings:** Course readings will range from academic literature to trade publications to mainstream movie reviews. Some articles will be challenging and may need to be read more than once in order achieve full comprehension. It is expected that all students will spend four to six hours completing readings and assignments per week.

**Screenings:** Each class session will have a required screening to be done before class. These will all be available online. Most will be free, but some will require access to a Netflix account. You should thus consider a Netflix subscription a required course expense. These are not terribly expensive, however, and can be easily shared. For each screening you will be required to post on a class Wiki, answering the questions of the week and engaging with other students. This will meet the requirement for a 4th hour of instructor-lead class time, as the professor will be prompting discussion and answering questions about the screening.

**Quizzes:** Quizzes will be given at random intervals, roughly once every three classes. These will test students on reading and screening comprehension.

**Midterm:** A multiple choice and short essay test to be taken in class.

**Script Exercise:** A three-page script written in proper format following the rules of drama described in class.

**Reality TV Pitch:** A one-page summary of a potential reality show.
Film Review: A 600-word review of a film based on the guidelines presented in class. Network Notebook (3 entries): For the second half of the semester, each student will be assigned a network to follow by reading “trade” publications such as Variety, The Hollywood Reporter and Advertising Age. S/he will read three articles per entry, summarizing the network’s strategies in a review of the article and making connections to class materials.

Final: A multiple choice and short essay test to be taken in class.
<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Reading</th>
<th>Assignments Due</th>
<th>Screening</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan 15th</td>
<td>Introduction</td>
<td>None</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>Jan 22nd</td>
<td>Hollywood Film I</td>
<td>OC 1 - 1st Half</td>
<td>Miami Vice Remakes</td>
<td>The Hunger Games</td>
</tr>
<tr>
<td>Jan 29th</td>
<td>Hollywood Film II</td>
<td>OC 1 - 2nd Half</td>
<td>Movie Remakes I</td>
<td>World War Z</td>
</tr>
<tr>
<td>Feb 5th</td>
<td>Screenwriting</td>
<td>OC 2</td>
<td>Movie Remakes II</td>
<td>The Core</td>
</tr>
<tr>
<td>Feb 12th</td>
<td>Movie Criticism</td>
<td>OC 3, 4</td>
<td>Script exercise</td>
<td>Planet of the Apes</td>
</tr>
<tr>
<td>Feb 19th</td>
<td>Screenplay Workshop</td>
<td>Class Screenplays</td>
<td>Class Screenplays</td>
<td>Adaptation</td>
</tr>
<tr>
<td>Feb 26th</td>
<td>Entertainment Law</td>
<td>OC 5</td>
<td>Film Review</td>
<td>Music Videos</td>
</tr>
<tr>
<td>March 5th</td>
<td>Spring Break</td>
<td>None</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>March 12th</td>
<td>History of Television I</td>
<td>OC 6 - 1st Half</td>
<td>None</td>
<td>Burns and Allen, Leave it to Beaver, Married With Children, How I Met Your Mother</td>
</tr>
<tr>
<td>March 19th</td>
<td>History of Television II</td>
<td>OC 6 - 2nd Half</td>
<td>Network Notebook #1</td>
<td>Twin Peaks</td>
</tr>
<tr>
<td>March 26th</td>
<td>Mid Term</td>
<td>None</td>
<td>Pilot Summaries</td>
<td>None</td>
</tr>
<tr>
<td>April 2nd</td>
<td>Spring Break</td>
<td>None</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>April 9th</td>
<td>TV Ratings/Criticism</td>
<td>OC 7, 8</td>
<td>Network Notebook #2</td>
<td>TBA</td>
</tr>
<tr>
<td>April 16th</td>
<td>Making Reality TV</td>
<td>OC 9, 10</td>
<td>Scheduling Exercise</td>
<td>Build it Bigger, The Ragged Edge</td>
</tr>
<tr>
<td>April 23rd</td>
<td>Video Games</td>
<td>OC 11, 12</td>
<td>Reality Pitch</td>
<td>GamerGate Videos</td>
</tr>
<tr>
<td>April 30th</td>
<td>Sports on the Screen</td>
<td>OC 13</td>
<td>Network Notebook #3</td>
<td>Playing for the Mob</td>
</tr>
<tr>
<td>May 7th</td>
<td>Final</td>
<td>None</td>
<td>None</td>
<td>None</td>
</tr>
</tbody>
</table>
Online Coursepack
  OC 1 - Film as Art -- Bordwell and Thompson
  OC 2 - Bare Bones Guide to Screenwriting -- Clark
  OC 3 - Great Movie Reviews -- Various
  OC 4 - Writing about Film -- Corrigan
  OC 5 - The Derivative Work Right - Zybert
  OC 6 - Only Connect - Hilmes
  OC 7 - How does Sweeps Week Work? -- Trex
  OC 8 - Ratings Analysis - Webster, Phalen, Lichty
  OC 9 - Reality TV - Oullette and Murray
  OC 10 - Why People Watch Reality TV -- Reiss and Wiltz
  OC 11 - TBA
  OC 12 - TBA
  OC 13 - TBA