COMM 230801  Entertainment Media, 3 credits
Boston College Summer Session 2018
Summer Session I, May 15, 2018 - June 22, 2018
Monday and Wednesday 6:00 to 9:15

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Office: S. Mary’s 450 Hall South
Office Hours: Tuesdays 6 to 7:30 and by appointment

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.

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.

Readings (Required)
Online Coursepack available on Blackboard (OC)

Textbooks/Readings (Recommended)
Five Stars! by Christopher Null
Saturday Night Live and American TV by Marx, Sienkiewicz and Becker
Production Culture by John Caldwell
Canvas
Canvas is the Learning Management System (LMS) at Boston College, designed to help faculty and students share ideas, collaborate on assignments, discuss course readings and materials, submit assignments, and much more - all online. As a Boston College student, you should familiarize yourself with this important tool. For more information and training resources for using Canvas, click here.

Course Objectives
1. The student will demonstrate knowledge of the history, production strategies, economic realities, and political implications of entertainment media across cultural settings and will learn the impact of culture, gender, and age in entertainment media as demonstrated by close study of Hollywood representational approaches, screenwriting practice, television conventions, and video games depictions of reality.
2. The student will demonstrate ethical understanding pertaining to entertainment media as demonstrated by the study of the political and cultural impact of the content of mainstream media forms ranging from film, to new television, to the Internet.
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: 20%
Script Exercise: 25%
Integrated Advertising group project: 10%
Final: 20%

The undergraduate grading system for Summer Session is as follows:

A (4.00), A- (3.67)
B+ (3.33), B (3.00), B- (2.67)
C+ (2.33), C (2.00), C- (1.67)
D+ (1.33), D (1.00), D- (.67)
F (.00)

Deadlines and Late Work
Assignments are due at the beginning of the class period on the specified dates. Late assignments will be penalized 10 points for each week after the due date.
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.

In Class Group Work: On the first day of class, you will be assigned to a creative team of 5 or so students. You will work together in class on numerous creative assignments. One group member will present the work to the class. Another will hand in a written version of the work the next week. This work will make up much of your participation grade.

Incentives: Each group assignment will be judged, mostly by peers but, occasionally, by outside evaluators. The top three teams in each assignment will receive points (3 for first place, 2 for second, 1 for third). The first place team for each assignment will also earn 1 extra credit point on the midterm or final. The overall winners will be allowed to skip, receiving full credit, one essay question on the final.

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 Canvas, 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.

Screenplay: A five page original screenplay written to industry specifications.

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.

Final: A multiple choice and short essay test to be taken in class.
**Written Work**

Summer Session students are expected to prepare professional, polished written work. Written materials must be typed and submitted in the format required by your instructor. Strive for a thorough yet concise style. Cite literature appropriately, using APA, MLA or CLA style per your instructor’s requirements. Develop your thoughts fully, clearly, logically and specifically. Proofread all materials to ensure the use of proper grammar, punctuation and spelling. For writing support, please contact the [Connors Family Learning Center](mailto:).

**Attendance**

Attending class is an important component of learning. Students are expected to attend all class sessions. When circumstances prevent a student from attending class, the student is responsible for contacting the instructor before the class meets. Students who miss class are still expected to complete all assignments and meet all deadlines. Many instructors grade for participation; if you miss class, you cannot make up participation points associated with that class. Makeup work may be assigned at the discretion of the instructor. If circumstances necessitate excessive absence from class, the student should consider withdrawing from the class.

Consistent with BC’s commitment to creating a learning environment that is respectful of 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 their academic status. Students are responsible for reviewing course syllabi as soon as possible, and for communicating with the instructor promptly regarding any possible conflicts with observed religious holidays. Students are responsible for completing all class requirements for days missed due to conflicts with religious holidays.

**Accommodation and Accessibility**

Boston College is committed to providing accommodations to students, faculty, staff and visitors with disabilities. Appropriate documentation from the appropriate office is required for students seeking accommodation in Woods College courses. There are two separate offices at BC that coordinate services for students with disabilities:

- The [Connors Family Learning Center (CFLC)](mailto:) coordinates services for students with LD and ADHD.
- The [Disabilities Services Office (DSO)](mailto:) coordinates services for all other disabilities.

Find out more about BC’s commitment to accessibility at [www.bc.edu/sites/accessibility](http://www.bc.edu/sites/accessibility).
Scholarship and Academic Integrity
Students in Woods College courses must produce original work and cite references appropriately. Failure to cite properly is plagiarism. Academic dishonesty includes, but is not necessarily limited to, plagiarism, fabrication, facilitating academic dishonesty, cheating on exams or assignments, or submitting the same material or substantially similar material 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. Please see the Boston College policy on academic integrity for more information.
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<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Reading</th>
<th>Assignments Due</th>
<th>Screening 1</th>
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<tbody>
<tr>
<td>May 16th</td>
<td>Introduction</td>
<td>None</td>
<td>None</td>
<td>None</td>
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<td>May 21st</td>
<td>Screening Session</td>
<td>TBD</td>
<td>Group: Friends re-write</td>
<td>TBD</td>
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<td>May 23rd</td>
<td>Hollywood I</td>
<td>OC 1</td>
<td>Group: Synopses</td>
<td>[<a href="https://www.youtube.com/watch?v=-kpXX501C">https://www.youtube.com/watch?v=-kpXX501C</a> Oc](<a href="https://www.youtube.com/watch?v=-kpXX501C">https://www.youtube.com/watch?v=-kpXX501C</a> Oc)</td>
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<td>May 28th</td>
<td>Hollywood II</td>
<td>OC 2, 2.5</td>
<td>Group: HGF RESHOOT</td>
<td>[The French Connection](<a href="https://www.youtube.com/watch?v=-kpXX501C">https://www.youtube.com/watch?v=-kpXX501C</a> Oc)</td>
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<td>May 30th</td>
<td>Screenwriting</td>
<td>OC 3</td>
<td>Group: Remakes</td>
<td>[The Core](<a href="https://www.youtube.com/watch?v=-kpXX501C">https://www.youtube.com/watch?v=-kpXX501C</a> Oc)</td>
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<td>June 4th</td>
<td>Screenwriting Workshop</td>
<td><strong>Group Screenplays</strong></td>
<td>Individual: First 2.5 pages of Screenplay</td>
<td>NONE</td>
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<td>June 6th</td>
<td>Midterm/Television 1</td>
<td>OC 4</td>
<td>Individual: Screenplay final due June 9th</td>
<td>Sitcoms across the eras (in canvas discussion)</td>
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<td>June 11th</td>
<td>Television II</td>
<td>OC 5, 6, 7</td>
<td>Group: Integrated Advertising Shows/Scenes</td>
<td>[Twin Peaks](<a href="https://www.youtube.com/watch?v=-kpXX501C">https://www.youtube.com/watch?v=-kpXX501C</a> Oc)</td>
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<td>June 13th</td>
<td>TV Genre: Reality TV</td>
<td>OC 8, 9</td>
<td>Group: Network Schedules</td>
<td>Group Show Selection</td>
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<td>June 18th</td>
<td>Reporting TV</td>
<td>OC 10</td>
<td>Individual: Reality Pitch</td>
<td>[Savage Family Diggers](<a href="https://www.youtube.com/watch?v=-kpXX501C">https://www.youtube.com/watch?v=-kpXX501C</a> Oc)</td>
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<td>June 20th</td>
<td>Final</td>
<td>None</td>
<td>Individual: Show Story</td>
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<td>OC 1</td>
<td>Classical Hollywood Cinema</td>
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<td>OC 2</td>
<td>New Hollywood</td>
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<td>OC 2.5</td>
<td>From Jaws to Jurassic Park</td>
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<td>OC 3</td>
<td><em>Barebones Guide to Screening</em></td>
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<td>OC 4</td>
<td>At Last Television</td>
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<td>OC 5</td>
<td>&quot;On Edge&quot;</td>
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<td>OC 6</td>
<td>A First Look at Nielsen's Total Audience</td>
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<td>OC 7</td>
<td>How Do TV Sweeps Periods Work?</td>
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<td>OC 8</td>
<td>Reality TV</td>
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<td>OC 9</td>
<td>Why People Watch Reality TV</td>
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<td>OC 10</td>
<td>Molly Driscoll Articles</td>
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