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Course Information

BROOKLYN COLLEGE

Department of Television, Radio, & Emerging Media

TVRA 2265: Industries, Institutions, and Audiences in Television and Radio

Spring 2024 – (Code #:)

Tuesdays 8:00am-10:45am

406 Whitehead

Professor Brian Dunphy

Office: 406s Whitehead

Contact: profbdunphy@gmail.com - **Do not use my Brooklyn College email.**

Office Hours:

Tuesdays 12:15-2:05pm and Wednesdays: 12:30-2:00pm

Catalog Description: Development of broadcast systems from radio through the Internet. Technological and aesthetic innovations, socio-economic forces, government, private industry, advertisers, creative producers, and audiences from a historical perspective. U.S. and global perspectives.

Detailed Description: There are three primary components to any system of broadcasting: the industry, institution, and audience. The *industry* is defined as the systems and modes of production and distribution that sustain broadcasting. *Institutions* are governing bodies that oversee the system of broadcasting in any given nation-state and marketplace. In large part, the *audience* constitutes those who use broadcasting as a primary means of revenue generation. *You* are the product.

This course explores several fundamental questions about the economic, social, and technical organization of broadcasting, including (but not limited to):

1. How are systems of broadcasting organized and developed, both domestically and internationally?
2. What are the operative actors and rationales that govern the functions of broadcasting?
3. How does the evolution of technology shape broadcasting?
4. What role can or should the public play in the maintenance and evolution of broadcasting systems?

Course Objectives

1. You'll learn the workings of the broadcasting industry from both a commercial and non-commercial perspective. (DO6)
2. You'll critically examine ethical, legal, and social issues that shape systems of broadcasting. (DO8)
3. You'll compare ideas about broadcasting from different approaches of research and analysis related to broadcasting domestically and internationally. (DO2)
4. You'll engage in scholarly projects to develop your understanding of broadcasting using tools of professional and academic research. (DO1)

Please note: In order to receive disability-related academic accommodations students must first be registered with the Center for Student Disability Services:

<http://depthome.brooklyn.cuny.edu/disability/>

Students who have a documented disability or suspect they may have a disability are invited to set up an appointment with the Director of the Center for Student Disability Services, Ms. Valerie Stewart-Lovell at 718-951-5538. If you have already registered with the Center for Student Disability Services please provide me with the course accommodation form and we will make every effort to accommodate you.

Course Materials:

Required Texts: This is an OER/ZTC course. All textbooks, articles, etc are available online on the class website at <https://trem2265.commons.gc.cuny.edu>.

I will also post them on blackboard, and possibly via email.

Free and Useful Magazines:

Variety as part of several of our databases: https://cuny-bc.primo.exlibrisgroup.com/permalink/01CUNY_BC/1h2j10i/alma990005890980106124

Hollywood Reporter in many of our databases https://cuny-bc.primo.exlibrisgroup.com/permalink/01CUNY_BC/1h2j10i/alma9994290872106124

Please make sure that I have your most-used e-mail address on file so that we can communicate with you on class assignments throughout the semester.

Course Requirements and Grading:

Attendance is required. Attendance will be recorded for each meeting. Please be on time as persistent tardiness may diminish your overall grade

If you must be absent, you must either inform me beforehand and/or submit valid excuses immediately upon returning to class. Excuses for absences during the course will not be accepted at the end of the semester. The only exemption to this policy is that afforded by state law due to religious beliefs.

After TWO unexcused absences will lower your final grade by a half-letter every single absence. FOUR or more – possible failure in class, regardless of accomplishments.

All **readings** in the course are required. You should have all the readings accessible, and come to each class ready to answer questions about them. *Discussion is vital to making this class work – class participation is a significant component of your grade.* Successful mastery of the readings will do wonders for what you will take away from this course.

Assignments:

See attached documents on website page:

<https://trem2265.common.gc.cuny.edu/assignments/>.

Late assignments will not be accepted without good cause. If you expect to turn in an assignment late, please see us to determine whether we can work out a mutually beneficial solution.

Grading Scale

We grade on a 100-point system.

A+ = 100+	B = 84-86	C- = 70-73
A = 94-99	B- = 80-83	D+ = 67-69
A- = 90-93	C+ = 77-79	D = 64-66
B+ = 87-89	C = 74-76	D- = 60-63

In Summary

Grade/Point Breakdown:

- | | |
|---|---------------|
| 1. Fantasy Television Assignment | 10%/10 points |
| 2. Discussion/Topic Days (2 at 10 pts each) | 20%/20 points |
| 3. Class Participation/Attendance/Quizzes/Small Assignments | 25%/30 points |
| 4. Streaming Project | 20%/20 points |
| 5. Final Country Project/Paper | 25%/20 points |

POSSIBLE EXAM instead of project – dependent on effort, work, etc.

Extra Credit: TBD

Academic Integrity

The faculty and administration of Brooklyn College support an environment free from cheating and plagiarism. Each student is responsible for being aware of what constitutes cheating and plagiarism and for avoiding both. The complete text of the CUNY Academic Integrity Policy and the Brooklyn College procedure for implementing that policy can be found at <http://www.brooklyn.cuny.edu/web/about/initiatives.php> (see “Academic Affairs”).

If a faculty member suspects a violation of academic integrity and, upon investigation, confirms that violation, or if the student admits the violation, the faculty member MUST report it.

You should also be familiar with Brooklyn College’s Student Handbook, which outlines your rights and responsibilities as a student:

<http://www.brooklyn.cuny.edu/bc/pubs/handbook/shandbook.pdf>

Attendance/Lateness & Cell Phone Policy

Attendance/Lateness:

B.C. attendance policy states that students are expected to attend all scheduled sessions of every class. This class meets 14 times (as opposed to 28 on a two-day a week schedule) so missing one is crucial as you miss a full week’s worth of work.

The professor will try to consider emergencies, when they are documented, but the basic rule is that because class attendance is part of your grade, absences make the grade grow smaller.

Lateness, eventually I will start to get angry, don’t be late. Be Kind, Be Online, Be On Time.

Cellphone Policy:

Please refrain from the using cell phones, including and especially texting during the class. Using a cell phone is rude and distracting. I think you can survive without checking your phone.

Warning System on Cell Phone:

Caught using you cell phone once= Warning

Second Violation= Last Warning

Third Warning= Points off class-work or points off exam/work.

Fourth & Fifth Warning = Absence for day of class or MORE points off exam/work.

Last Warning = Will consider failing for the class.

This will be a running list throughout the semester

In Discussion:

1. Listen/Read carefully: every speaker in class is entitled to respectful attention.
2. Never be afraid to ask questions if you don't fully understand something or are curious to learn more (there is no such thing as a "stupid question" in this class).
3. Constructive criticism does not mean personal attack. Focus on *ideas*, not *personalities*.
4. The instructor is not always right. Learning is a two-way street. Though the sign in the my office says otherwise. You'd see it when we go back!

Outcomes Assessment Rubrics

ACTIVITY	EXCEEDS EXPECTATIONS	MEETS EXPECTATIONS	DOES NOT MEET EXPECTATIONS
Attendance	Attends every class on time	Attends class; makes arrangements to deal with tardiness/absences	Consistently late and/or absent without excuse
Class Participation and Discussions	Actively engaged in class discussion; presents original thoughts/ideas; helps to foster an environment where student discussion is lively	Engages regularly in class discussion; does not shy away from being called upon; listens respectfully	Does not engage in class discussion; avoids responding when called upon; is disrespectful to other students and instructor
Research/ Presentations	Research is comprehensive and well-documented; writing is clear and thoughtful; presentation is well-organized and executed	Meets minimum standards of research necessary to complete assignment; writing and presentation are clear and demonstrate a working understanding of topic	Conducts little to no research; writing is unclear and/or riddled with errors; presentation is hard to follow and/or shallow
Papers/Other assignments	Work is well done, documented, comprehensive, and researched. Writing is clear and thoughtful;	Meets minimum standards of research; writing is clear, demonstrate a working understanding of topic	Conducts little to no research; writing is unclear and/or riddled with errors; presentation is hard to follow and/or shallow

Guide to Class Materials

Free trial of Streaming Networks

The abbreviation FT means "Free Trial" when you work with one of the streaming websites. You just need to make sure to cancel it before the free trial ends.

Magazines and Journals through Brooklyn College Library

1. Variety as part of several of our databases:
https://cuny-bc.primo.exlibrisgroup.com/permalink/01CUNY_BC/1h2j10i/alma990005890980106124
2. Hollywood Reporter in many of our databases
https://cuny-bc.primo.exlibrisgroup.com/permalink/01CUNY_BC/1h2j10i/alma9994290872106124

Texts

Open Access on Internet, Login with password given below, or Login with Brooklyn College Library Credentials.

1. Hilmes, Michele. “Ch. 3-4.” In *Only Connect: A Cultural History of Broadcasting in the United States*, Fourth edition. Australia: Wadsworth/Cengage Learning, 2014. Login with password trem2265 at https://libguides.brooklyn.cuny.edu/ld.php?content_id=75092864.
2. McGregor, Michael A., Paul D. Driscoll, and Walter McDowell. “Ch. 8-9.” In *Head’s Broadcasting in America: A Survey of Electronic Media 10th Edition*, 10th edition. Boston: Routledge, 2009. Login with password trem2265 at https://libguides.brooklyn.cuny.edu/ld.php?content_id=75092866.
3. Stay Tuned: America’s Golden Age Chapter 5. Login with BC Library credentials at: <https://ebookcentral.proquest.com/lib/brooklyn-ebooks/reader.action?docID=234085&ppg=183>
4. Bodroghkozy, Aniko. *A Companion to the History of American Broadcasting*. Hoboken, NJ: John Wiley & Sons, Inc., 2018. Login with BC Library credentials at: <https://onlinelibrary-wiley-com.brooklyn.ezproxy.cuny.edu/doi/book/10.1002/9781118646151>.
 - Chapter 3, TV Before the Classic Network Era: 1930s-1950s
 - Chapter 4, The Classic Network Era in TV: 1950s-1970s
 - Chapter 8 – A History of Broadcast Regulations
 - Chapter 10, Public Broadcasting, Josh Shepperd
5. *The History and Politics of Public Radio: A Comprehensive Analysis of Taxpayer-Financed US Broadcasting*
 - E. Bennett, James T. “Carnegie’s Lemon? The Birth of NPR.” In *The History and Politics of Public Radio: A Comprehensive Analysis of Taxpayer-Financed US Broadcasting*, edited by James T. Bennett, 39–55. Studies in Public Choice. Cham: Springer International Publishing, 2021. Login with BC Library credentials at: https://link-springer-com.brooklyn.ezproxy.cuny.edu/chapter/10.1007/978-3-030-80019-2_4.
 - ———. “Left, Right, or Always Establishment? The Bias Issue.” In *The History and Politics of Public Radio: A Comprehensive Analysis of Taxpayer-Financed US Broadcasting*, edited by James T. Bennett, 85–97. Studies in Public Choice. Cham: Springer International Publishing, 2021. Login with BC Library credentials at: https://link-springer-com.brooklyn.ezproxy.cuny.edu/chapter/10.1007/978-3-030-80019-2_6.
6. Lotz, Amanda D. “Must-See TV: NBC’s Dominant Decades. Ch. 15.” In *NBC: America’s Network*,

edited by Michele Hilmes and Michael Henry. Berkeley: University of California Press. Accessed January 20, 2024. Login with password trem2265 at https://libguides.brooklyn.cuny.edu/ld.php?content_id=75092917.

7. Benkler, Yochai, Robert Farris, and Hal Roberts. “Ch 3: The Propaganda Feedback Loop; Ch. 5: The Fox Diet.” In *Network Propaganda: Manipulation, Disinformation, and Radicalization in American Politics*. Oxford University Press, 2018. Login with password trem2265 at: https://libguides.brooklyn.cuny.edu/ld.php?content_id=75092925.

8. Johnson, Derek. *From Networks to Netflix: A Guide to Changing Channels*. Milton, UNITED KINGDOM: Taylor & Francis Group, 2022. Login with BC Library credentials at: <http://brooklyn.ezproxy.cuny.edu/login?url=https://ebookcentral.proquest.com/lib/brooklyn-ebooks/detail.action?docID=7013364>.

9. Es, Karin van. “Netflix & Big Data: The Strategic Ambivalence of an Entertainment Company.” *Television & New Media* 24, no. 6 (September 1, 2023): 656–72. [Open Access at https://doi.org/10.1177/15274764221125745](https://doi.org/10.1177/15274764221125745).

10. Curtin, Michael, and Jane Shattuc. *The American Television Industry*. International Screen Industries. Basingstoke: Palgrave Macmillan on behalf of the British Film Institute, 2009. Login with BC Library credentials at: <http://brooklyn.ezproxy.cuny.edu/login?url=https://ebookcentral.proquest.com/lib/brooklyn-ebooks/detail.action?docID=4763838>.

11. Downing, John D. H., Denis McQuail, Philip Schlesinger, and Ellen A. (Ann) Wartella. *The SAGE Handbook of Media Studies*. Thousand Oaks, UNITED STATES: SAGE Publications, Incorporated, 2004. Login with BC Library credentials at: <http://ebookcentral.proquest.com/lib/brooklyn-ebooks/detail.action?docID=1995562>.

COURSE SCHEDULE & ASSIGNMENTS

Wednesdays:

All lessons are subject to change*

Class 1 – January 30th

Topics:

Class Introduction & Overview

Class 2 – February 6th

Topics:

Radio History

Readings: Only Connect Chapters 3 & 4. Login with password trem2265_at https://libguides.brooklyn.cuny.edu/ld.php?content_id=75092864.

Assignment: Only Connect Q&A (see doc)

Watch/Listen: Amos & Andy, Father Coughlin, Aimee McPherson

Class 3 – February 13th

Topics:

Part 1: Radio History

Part 2: Early TV/Commercial TV

Readings:

- Stay Tuned: America's Golden Age, Chapter 5. Login with BC Library credentials at: <https://ebookcentral.proquest.com/lib/brooklyn-ebooks/reader.action?docID=234085&ppg=183>.
- A Companion to the History of American Broadcasting:
 - o Chapter 3, TV Before the Classic Network Era: 1930s-1950s
 - o Chapter 4, The Classic Network Era in TV: 1950s-1970s

Login with BC Library credentials at:

<https://onlinelibrary-wiley-com.brooklyn.ezproxy.cuny.edu/doi/book/10.1002/9781118646151>.

Assignment: Take Notes on the above chapters

Class 4 – February 20th

Topics:

TV/Programs & Programming/Ratings

Readings:

- The American TV Industry:
 - o Chapter 1 – Key Players
 - o Chapter 2 – Audiences & Advertising
 - o Chapter 3 – TV Programming

Login with BC Library credentials at:

<http://brooklyn.ezproxy.cuny.edu/login?url=https://ebookcentral.proquest.com/lib/brooklyn-ebooks/detail.action?docID=4763838>.

Assignment: Research your shows!

Class 5 – February 27th

Topics:

Part 1 – Fantasy TV Draft

Part 2 - Non-Commercial TV/Radio

Readings:

- Head's Broadcasting:
 - o Chapter - Programs & Programming
 - o Chapter – Ratings

Login with password trem2265_at

https://libguides.brooklyn.cuny.edu/ld.php?content_id=75092866

The History & Politics of Public Radio

- o Chapter 4 – Carnegie's Lemon? The Birth of NPR

Login with BC Library credentials at:

https://link-springer-com.brooklyn.ezproxy.cuny.edu/chapter/10.1007/978-3-030-80019-2_4.

Assignment: Work on your fantasy lineup and read about non-commercial television.

Class 6 – March 5th

Topics:

Part 1 – Fantasy TV presentations

Part 2 – Non-Commercial TV/Radio & Catch-Up

Readings:

- NBC History
 - o NBC's Dominate Decades

Login with password trem2265_at

https://libguides.brooklyn.cuny.edu/ld.php?content_id=75092917.

- The Sage Handbook: Hilmes, Ch. 23: Broadcasting, Cable, & Satellites.

Login with BC Library credentials at:

<https://ebookcentral.proquest.com/lib/brooklyn-ebooks/reader.action?docID=1995562&ppg=488>

Assignment: Be Prepared to present your Fantasy TV presentations and read about non-commercial television.

Class 7 – March 12th

Topics:

Part 1 - Topic 1 – NPR/PBS Should Be Government Funded (Agree v Disagree)

Part 2 – Discussion & Assignment

Readings:

- The History & Politics of Public Radio
 - o Left, Right, or Always Establishment? The Bias Issue

Login with BC Library credentials at:

https://link-springer-com.brooklyn.ezproxy.cuny.edu/chapter/10.1007/978-3-030-80019-2_6.

- A Companion to the History of American Broadcasting:
 - o Chapter 10 - Public Broadcasting, Josh Shepperd

Login with BC Library credentials at:

<https://onlinelibrary-wiley-com.brooklyn.ezproxy.cuny.edu/doi/book/10.1002/9781118646151>.

Assignment: Find your own research, be prepared to debate the argument.

Class 8 – March 19th

Topics:

Part 1 - Topic 2 – 24 Hour News Networks are Good for America (Agree v Disagree)

Part 2 – 24 Hour News Discussion & Assignment

Readings:

- Network Propaganda: Manipulation, Disinformation, and Radicalization in America Politics
 - o Chapter 3 – The Propaganda Feedback Loop
 - o Chapter 5 – The Fox Diet

Login with password trem2265 at:

https://libguides.brooklyn.cuny.edu/ld.php?content_id=75092925.

Assignment: Find your own research, be prepared to debate the argument.

Class 9 – March 26th

Topics:

Part 1 – Government & Regulation

Part 2 – Catch-up

Readings:

- A Companion to the History of American Broadcasting:
 - o Chapter 8 – A History of Broadcast Regulations

Login with BC Library credentials at:

<https://onlinelibrary-wiley-com.brooklyn.ezproxy.cuny.edu/doi/book/10.1002/9781118646151>.

- o The Fairness Doctrine PDF

Assignment: Be prepared to discuss The Fairness Doctrine and other Broadcast Regs.

Class 10 – April 2nd

Topics: The Internet

Readings: “Concise History of the Internet” – parts 1 & 2

Assignment: Be prepared to discuss the Internet and everything that comes with it.

Have your Streaming Project group members decided.

Class 11 – April 9th

Topics:

Part 1 - Topic 3 – Section 230 Should Be Eliminated

Part 2 – Full class discussion

Readings: Own research

Assignment: see Debate document

Streaming Network Request: Sent in beginning at 12:30pm on Tuesday, April 9th

Class 12 – April 16th

Topics:

Part 1 - Topic 4 – Social media Should Be Regulated By The Government

Part 2 – Full Class Discussion

Readings: Own research

Assignment: see debate document

SPRING BREAK!

Class 13 – May 7th

Topics:

Part 1 - Streaming Projects

Part 2 – Guest Speaker

Streaming Lecture

Readings:

- Netflix Big Data full numbers (December 2023)
- Netflix & Big Data, Karin van Es

Open Access at <https://doi.org/10.1177/15274764221125745>.

- From Networks to Netflix: A Guide to Changing Channels – ALL CHAPTERS via Group Work

Login with BC Library credentials at:

<http://brooklyn.ezproxy.cuny.edu/login?url=https://ebookcentral.proquest.com/lib/brooklyn-ebooks/detail.action?docID=7013364>.

Assignment: [Streaming Projects](#)

Class 14 – May 14th

Topics:

Part 1 - Streaming Projects

Part 2: The Streaming Wars

Readings:

- The Streaming Wars

Assignment: [Streaming Projects](#)

[Final Project](#): Sometime in late May