

## **SPECIAL TOPICS—MCS 145I—GLOBAL HOLLYWOOD**

### Welcome

Welcome to the class—it's great to have you here. Combining theoretical work and applied study, the course is designed for undergraduate students interested in our department's work and prepared to draw on social and political theory, cultural studies, textual analysis, ethnography, political economy, and cultural policy studies.

The class will meet on Mondays and Wednesdays from 340-500 pm in INTN 1006.

**DESPITE THE INFORMATION ON THE UNIVERSITY'S WEB SITE, THERE WILL BE NO SCREENING ON FRIDAYS; NOR WILL THERE BE AN EXAM AFTER CLASSES ARE DONE.**

Your teacher is Toby Miller <[tobym@ucr.edu](mailto:tobym@ucr.edu)>. My office hours are on Mondays between 130 and 330 pm in INTS 3136.

Please do not use cell phones, MP3 players, or listening devices such as headphones or ear buds in class at any time, including the quiz. If you do so, I'll ask you to leave.

### Textbook

*Global Hollywood 2*. Toby Miller, Nitin Govil, John McMurria, Richard Maxwell, and Ting Wang. London: BFI, 2005.



**HANG ONTO THIS VOLUME. YOU MAY FIND IT USEFUL FOR OTHER CLASSES IN MEDIA & CULTURAL STUDIES.**

Schedule

WEEK ONE March 28 and 30

TOPICS: WHAT IS GLOBALIZATION? WHAT IS HOLLYWOOD?

WEEK TWO April 4 and 6

TOPIC: HOLLYWOOD HISTORY

*READING*: Introduction and Chapter 1

WEEK THREE April 11 and 13

TOPIC: HOLLYWOOD AROUND THE WORLD

*READING*: Introduction and Chapter 1

GUEST LECTURE APRIL 11—BILL GRANTHAM

WEEK FOUR April 18 and 20

TOPIC: CULTURAL AND MEDIA IMPERIALISM

*READING*: Chapter 1

WEEK FIVE April 25 and 27

TOPIC: AUDIENCE CHOICE AND HOLLYWOOD'S FUTURE

*READING*: Chapter 5

N.B. The one in-class lecture this week will be on April 25, as I have a UC event to attend on April 27. In lieu of the April 27 lecture, please watch my talk with the title *Global Hollywood 2010*. It is available at

<http://tobymiller.org/interviewstalks.html>

WEEK SIX May 2 and 4

TOPIC: CULTURAL POLICY

*READING*: Chapters 3 and 4

WEEK SEVEN May 9 and 11

TOPIC: THE NEW INTERNATIONAL DIVISION OF CULTURAL LABOR

*READING*: Chapter 2

WEEK EIGHT May 16 and 18

TOPIC: CASE STUDIES—LATIN AMERICA AND THE U.S.

WEEK NINE May 23 and 25

TOPIC: The New International Division of Culture Labor and  
Global Hollywood 2010

N.B. Lectures will not happen this week, as I am giving a keynote in Brazil. In lieu of the lectures, please watch my talk with the title *The New International Division of Culture Labor and Global Hollywood 2010*. It is available at

<http://tobymiller.org/interviewstalks.html>

WEEK TEN May 30 and June 1

REVISION AND QUIZ

Assessment

**YOU MUST COMPLETE EACH ITEM OF THE ASSESSMENT PROFILE, OR YOU WILL FAIL THE COURSE. In addition, if I find you have plagiarized, for instance by purchasing, borrowing, or otherwise copying someone else's work without attribution then submitting it as your own, you will fail the course.**

INCOMPLETES JEOPARDIZE YOUR FUNDING, STATURE, DEGREE QUALITY, AND EFFICIENCY. IF YOU ARE HAVING TROUBLE MEETING DEADLINES, SPEAK TO ME AS SOON AS POSSIBLE. ASSUME, FOR EXAMPLE, THAT THE ESSAY IS DUE A WEEK EARLY AND PLAN ACCORDINGLY—THAT WAY ALL WILL BE SWEET, EVEN IF A NEUROTIC CAT EATS YOUR WORK AT WHAT APPEARS TO BE THE LAST MINUTE, OR YOUR HARD DRIVE IS OCCUPIED BY FORCES BEYOND OUR KEN. AND DON'T PLAN HOLIDAYS OR OTHER COMMITMENTS

## THAT WILL CONFLICT WITH THE QUIZ OR ANY OTHER PART OF THE COURSE!

There is a quiz on June 1 in class (40%) and a 2,000-word essay due on May 20 at 1159pm in electronic form (60%) via iLearn, copied to my email address.

a) Each week of the class, you must attend lectures and read, watch, or listen to the prescribed materials. You will be quizzed on this content—both lectures and set texts—at the end of the quarter, during Week Ten, in class during the two regular lecture slots, via short-essay questions. **The quiz is worth 40% of your assessment.** You may **not** use a computer during the quiz, but you may bring in the textbooks and written notes. You **must** write your answers in Blue Books, which you should bring with you.

b) You must write a research paper, due on May 20 at 1159pm in electronic form via iLearn, copied to my email address. You should choose **ONE** of the following topics:

- (a) ‘Hollywood is popular overseas because it tells stories people like.’ Evaluate this statement in the light of arguments in the textbook.
- (b) What is the NICL? How does it operate in relation to Hollywood?
- (c) Explain the role of copyright in Hollywood’s success.

In order to answer the question you choose, you’ll need to use the textbook, the lectures, and additional references from GoogleScholar, the Web of Science, Lexis-Nexis, relevant books and journals, blogs, web sites, and the media themselves. **The paper will be 2000 words in length (please don’t ask how many pages that is—it depends on the font you use, amongst other factors of your choice!). You can go 150 words over or under that length. The word count will include references, for which there is no specified minimum or maximum. When citing these**

sources, you should follow the referencing norms of either the American Psychological Association <[apastyle.org](http://apastyle.org)>, the Modern Language Association <[mla.org/style](http://mla.org/style)>, or the *Chicago Manual of Style* <[chicagomanualofstyle.org/home.html](http://chicagomanualofstyle.org/home.html)>. You can find full versions of these guides in the Library. Sources like Wikipedia, other on-line sites, and lectures that are not published through academic locations are useful starting points for your research, but should not be considered as fully-validated and -endorsed research information. Don't cite them; cite scholarly books and journals. If you use a Wikipedia entry to start your research, make sure you visit all the necessary links about its subject matter. The nature of Wikipedia renders it a helpful resource but not an end point in your work. Your first port of call should be the textbook and the sources it recommends. **This essay is worth 60% of your assessment.**