

Media Economics (MRTS 4670) Syllabus

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Office Hours: Zoom or Teams meeting by appointment

Introduction

This course will cover the fundamental concepts, theories, and approaches of media economics. You will learn how to use these theoretical constructs to analyze media markets, industries, and the practices of media organizations. Moreover, you will learn how media economy has been shaped by multiple factors, including technology, globalization, and regulation. We will also discuss the new trends in media economy, especially the rapid development of social media industries.

Course Objectives

- Understand basic concepts, theories, and approaches of media economics.
- Utilize these constructs to analyze the media markets and industries
- Understand multiple factors that shape media economy including technology, globalization, and regulation.
- Analyze the new trends in media industries and the driving forces underlying these new trends.
- Understand the business model of multi-platform media companies.
- Analyze the development of social media industries and its influence on media economy.

Textbook:

- Albarran, A. B. (2016). *The media economy* (2nd ed.). New York: Routledge/Taylor & Francis.
- Other reading materials will be posted on the Canvas.

Course requirements

- You are encouraged to participate in the class activities. There are various kinds of participations including asking questions, responding to questions asked by instructors as well as class members, and making comments.
- All the writing assignments are required to be turned in on time. These assignments should be typed and **double-spaced in 12 point standard font**. Accurate **APA documentary style** is required.

Class Rules and Guidelines

- Regular on-time attendance is required. **Late for the class and early leaving will render the deduction of attendance points.** Please contact me by email if you have reasonable reasons, such as illness, prior to the class. Otherwise, your absence will be taken as the unexcused one. Your unexcused absence will render the deduction of points. **Students with more than THREE unexcused absences will NOT get “A” for this course.** Please notify me before the second week of the class if you will not attend the classes due to the religious holidays/holy days.
- You are expected to respect your peers and the instructor. Mutual respect should be practiced.
- **Late work can only get half of the corresponding points.** I know people give many reasons for late work (e.g., system crash, illness, etc.). You need to plan and schedule to complete work early.

Academic integrity and special needs

- University of North Texas is a community that considers academic integrity essential to its sustenance. It is important to acknowledge and comply with the university academic integrity policy. Any violation of this policy will be punished. The punishment will be a failure for the course, or expulsion from the university. More information about the academic integrity can be obtained from <http://policy.unt.edu/policydesc/student-standards-academic-integrity-18-1-16>.
- The University of North Texas is on record as being committed to both the spirit and letter of federal equal opportunity legislation; reference Public Law 92-112 – The Rehabilitation Act of 1973 as amended. With the passage of new federal legislation entitled Americans with Disabilities Act (ADA), pursuant to section 504 of the Rehabilitation Act, there is renewed focus on providing this population with the same opportunities enjoyed by all citizens. Students with disabilities should contact the Office of Disability Accommodation (ODA) at 1167 Union Circle Sage Hall Suite 167 (phone: 940-565-4323) to verify your eligibilities. Information regarding specific diagnostic criteria and policies for obtaining academic accommodations are at <http://www.unt.edu/oda/apply/index.html>. Please meet me early in the semester if you have special needs to be accommodated.

Assignment descriptions

- **Online discussion:** You are required to answer the prompts posed on Canvas. You should post an original response (no less than 300 words) to the question, and comment on the posts (no less than 50 words each) of at least THREE classmates.

20 points are for the original response to the question, and 15 points are for the comments on other students' responses. The short essay will be graded on the quality of writing and arguments, the ability of applying concepts/theories, and the strength of the evidence. The comments on other's responses will be graded on the number of the comments, the quality, and timeliness of the comments.

- **Media company case study**

You will conduct the case study on a media company. You have the freedom to select the media company. It can be either a big media conglomerate or a small local media company (A sample of media companies will be posted on the Canvas). Your research could discuss/address one or several of the following topics/questions:

(1) The market(s) the company's products/services are directed at the local, national, and international levels.

(2) The financial performance of this company.

(3) The essence of its business model in terms of such things as where does the profit come from, its targeted market or audience, the production and distribution strategy, the choice of content?

(4) The extent to which its products/services exemplify the impact of regulatory structures.

(5) The extent to which its products/services exemplify the impact of new technology.

At least 10 sources are needed, at least five of which should be scholarly/academic sources. Scholarly/academic sources include journal articles, books/book chapters, research reports/projects, etc. The length of the reports should be at least FIVE pages, excluding reference pages.

You are also required to use ChatGPT to write an essay answering the same questions as you do, compare the strengths and weaknesses of the two essays, and discuss the potentials of ChatGPT in analyzing media companies and media industries.

You will record a video for the presentation of this case study as well as the comparison with ChatGPT's writing, which should be posted on Youtube or another video platform. The presentation should be 8-10 minutes long.

- **Media industry issue analysis.** Students will conduct the research on one media industry issue. They have the freedom to select any particular issue they are interested in (A sample of the issues will be posted). The analysis should address one or several of the following questions:

(1) What are the nature and causes of the issue?

(2) What are the impacts of the issue on media economy?

(3) What are the factors, such as new technology, globalization, and regulation influence the issue?

(5) What are the broad economic and social impacts of the issue?

You will record a video for the presentation of this case study, which should be posted on Youtube or another video platform. The presentation should be 8-10 minutes long.

- ## Evaluation

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| Online discussion: 350 | 35 × 10 = 350 |
| Media company case study: 200 | Writing = 150 Presentation = 50 |
| Media industry issue analysis: 200 | Writing = 150 Presentation = 50 |
| Peer review: 50 | Media company case study presentation = 25 Media industry issue analysis presentation = 25 |
| Final exam: 200 | 2 × 100 = 200 |

Final grading scale: A=900-1000; B=800-899; C=700-799; D=600-699; F=below 600