

GRANDE PRAIRIE REGIONAL COLLEGE

Fine Arts Department

Course Outline

DD1095 3(3 0-0)UT FALL 1999

AN INTRODUCTION TO THE MEDIA INDUSTRY

P. Rathke



1. **Course Description:** An introduction to the business of music and visual arts as they function in North American electronic media. The course covers the history and media trends in the recording and art business; copyrights, trade marks performing rights and licensing; production, manufacturing, and marketing; radio, video, film and television; retail music; arts management and granting agencies.
2. **Course Prerequisites:** There are no prerequisites for this course although performance experience and theoretical knowledge of music and visual arts will be of benefit.
3. **The Course in Perspective:** The purpose of this course is to introduce students to the electronic media industry by examining the structures, procedures, functions, and history of various related organizations. The course will be delivered primarily through lecture. People from the various disciplines in the media industry will be invited as guest speakers.
4. **Assignments:** The student will demonstrate their knowledge and understanding of one of the key components of the course through a project and presentation. Regular reading assignments are also required and will be evaluated by examinations and papers.
5. **Grading:** The students' grades will be determined by according to the following weighting:  
A) 70% for examinations and/or papers and projects.  
B) 30% for final examination.
6. **Required Text:** The Student will be required to photocopy materials placed on reserve in the library by the instructor.
7. **Suggested Readings:**  
Cavanaugh, Jim. *Organization and Management of th Nonprofessional Theatre*.  
Call Number: PN 3151.C34  
Fink, Michael. *Inside the Music Business: Music in Contemporary Life*. New York: Schirmer Books, 1989.  
Harris, Lesley Ellen. *Canadian Copyright Law*. Call Number: KE2799.2.H37 Non-Circulating.  
Langely, Stephen. *Theatre Management in America: Principle and Practice; Producing*. Call Number: PN 2291.L3  
Moylan, William. *The Art of Recording: The Creative Resources of Music*. Call Number: ML3790.M63 1992.