MUSIC 3737A – FALL 2020
SPECIAL TOPICS IN POPULAR MUSIC: CULTURAL HISTORY OF THE POPULAR MUSIC INDUSTRY
ONLINE

Western University is situated on the traditional territories of the Anishinaabeg, Haudenosaunee, Lunaaapeewak and Attawandaron peoples who have longstanding relationships to the land and region of southwestern Ontario and the City of London. The local First Nation communities of this area include Chippewas of the Thames First Nation, Oneida Nation of the Thames, and Munsee Delaware Nation. In the region, there are eleven First Nation communities and a growing Indigenous urban population. Western values the significant historical and contemporary contributions of local and regional First Nations and all of the Original peoples of Turtle Island (North America).

INSTRUCTOR
Dr. Norma Coates, Associate Professor
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Office hours online by appointment

COURSE DESCRIPTION
This course is a cultural history of the music industries since their inception in the late 1800s. The content focuses upon how and why the industries have assumed their forms, and the cultural assumptions that have informed them over the decades. Topics covered include industrial structures, technologies, ideologies, gatekeepers, the impact of cultural beliefs and social structures, copyright issues, and marketing and genres and trends. Special attention is paid to racial beliefs and formations and gender norms and how they are incorporated into and repeated in the products of the music industries over time.

IMPORTANT: This is not a “how-to” course. It will not provide advice or information about how to find jobs in the music industries.

COURSE OBJECTIVES:
1. Become familiar with the history of the music industry and how its past informs, mirrors, and shapes debates in the industry today.
2. Examine the impact of race and gender norms have influenced the structure and products of the music industry over time.
3. Understand the music industry as comprised of several often competing and antagonistic components and how that affects its output.
4. Explore the impact of decisions made within the music industry on the culture at large, and vice versa.
5. Understand how industry structure, regulation, and technologies influence musical creation.
6. Become familiar with the role of gatekeepers and other culture industries in the distribution and acceptance of popular music.
7. Gain competency in writing analytical or evaluative papers on selected topics.

COURSE MATERIALS
All course materials, including readings, audio and visual recordings, assignments, handouts, and anything related to the class are available on OWL.
**COURSE OPERATION**

Everything associated with the lessons will be online. Please reserve the Thursday 1:30 – 2:20 timeslot, as listed on the Timetable, for synchronous group discussion. To keep it manageable, I will divide the class into two groups. Each group will meet via Zoom every other week.

I will try to post lessons every Monday. I will let you know if I am late.

**ASSIGNMENTS/VALUE**

1. Discussion participation and attendance. (10%)
2. Open book midterm. You will have all of week 7 to write the midterm. It is due on Sunday, October 25. (25%)
3. Reflection papers. You will write a short reflection about the material learned in the previous three weeks. Information about this assignment will be posted on OWL. **Due end of weeks 3, 6, 10, and 13 (9/27, 10/11, 11/15, 12/6)** (20%)
4. Final Project. You get to design your own final project. More information will be posted on OWL. There are several components:
   1. Project proposal and timeline for completion (10%) **Due 10/3**
   2. Rough draft – could be a storyboard, a preliminary outline for a podcast or paper, etc. (10%) **Due 11/14**
   3. Final project (25%) **Due 12/6**.

**MY COURSE POLICIES**

1. Keep up with the work, including reading and lecture material. Do it weekly, as you would in an in-person class.
2. Attend your bi-weekly discussion.
3. Please use email to communicate with me. If you have a question that is not easy to answer, or want to talk about something, email me to set up an online meeting.
4. Be prepared to read and write. And think.
5. Be aware of all deadlines, and keep them in mind as you plan your workload.
6. I am available to meet on-line.
7. I understand that this is a rough time for all of us. Do the best you can. I want to help you do that, so get in touch if you need some extra support.
SCHEDULE

Week 1, 9/9/2020 – Class Overview; What is the Music Industry?
Read: Frith, “The Industrialization of Music”; Sterne: “There is No Music Industry”


Read: Millard, “The Inventors,” “A Phonography in Every Home,” “The International industry of Recorded Sound; Suisman, “Music Without Musicians”

Week 4, 9/20/2020: Categorizing Audiences and Sounds
REFLECTION 1 DUE

Week 5, 10/4: 1930s and 1940s
PROJECT PROPOSAL AND TIMELINE DUE ON OR BEFORE 10/3

Week 6, 10/11: Rock and Roll Begins
REFLECTION 2 DUE

Week 7, 10/18: OPEN BOOK MIDTERM

Week 8, 10/25: The Sixties

11/1 – 11/7: READING WEEK. STAY HOME AND READ.

Week 9, 11/8: The Seventies
PROJECT ROUGH DRAFT DUE ON OR BEFORE 11/14

Week 10, 11/15: The 80s
Center: From Information to Censorship

**REFLECTION 3 DUE**

**Week 11, 11/22: The 90s**

**Week 12, 11/29: 2000-2010**

**Week 13, 12/6: 2000-Present**
Read: Meier and Manzerolle, “Rising Tides? Data Capture, platform accumulation, and new monopolies in the digital music economy;” “Control, curation, and musical experience in streaming music services;” Eriksson, Fleisher, Johansson, Snickars, and Vondereau, “Where is Spotify?”

**REFLECTION 5 DUE**
**FINAL PROJECT DUE**
i) Course Prerequisites: MUSIC 1730 A/B Unless you have either the prerequisites for this course or written special permission from your Dean to enroll in it, you may be removed from this course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites.

ii) Grading scale: A+=90-100%, A=80-89%, B=70-79%, C=60-69%, D=50-59%, F=0-49%.

iii) Academic Consideration for Student Absence: Students will have up to two (2) opportunities during the regular academic year to use an on-line portal to self-report an absence during the term, provided the following conditions are met: the absence is no more than 48 hours in duration, and the assessment for which consideration is being sought is worth 30% or less of the student's final grade. Students are expected to contact their instructors within 24 hours of the end of the period of the self-reported absence, unless noted on the syllabus. Students are not able to use the self-reporting option in the following circumstances:

- for exams scheduled by the Office of the Registrar (e.g., December and April exams)
- absence of a duration greater than 48 hours,
- assessments worth more than 30% of the student’s final grade,
- if a student has already used the self-reporting portal twice during the academic year

If the conditions for a Self-Reported Absence are not met, students will need to provide a Student Medical Certificate if the absence is medical, or provide appropriate documentation if there are compassionate grounds for the absence in question. Students are encouraged to contact their Faculty academic counselling office to obtain more information about the relevant documentation.

Students should also note that individual instructors are not permitted to receive documentation directly from a student, whether in support of an application for consideration on medical grounds, or for other reasons. All documentation required for absences that are not covered by the Self-Reported Absence Policy must be submitted to the Academic Counselling office of a student’s Home Faculty.

Students should also note that individual instructors are not permitted to receive documentation directly from a student, whether in support of an application for consideration on medical grounds, or for other reasons. All documentation required for absences that are not covered by the Self-Reported Absence Policy must be submitted to the Academic Counselling office. For the Western University policy on Consideration for Student Absence, see: [https://www.uwo.ca/univsec/pdf/academic_policies/appeals/Academic_Consideration_for_absences.pdf](https://www.uwo.ca/univsec/pdf/academic_policies/appeals/Academic_Consideration_for_absences.pdf) and for the Student Medical Certificate (SMC), see: [http://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf](http://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf)

iv) Academic Consideration for Missing Work: In cases where students are unable to submit work due to medical illness or compassionate grounds, if an online self-reported absence is submitted, or if appropriate supporting documentation is submitted to the Associate Dean’s office, and the accommodation is granted, then the missed assessments may be rescheduled or discounted in the calculation of the final grade for the course, at the discretion of the instructor. If neither a self-reported absence nor an appropriate supporting document is submitted to the appropriate office, then the missed assignments will receive a grade of zero.
v) Academic Offences: Submission of work with which you have received help from someone else (other than the course instructor or TA) is an example of plagiarism, which is considered a major academic offence. Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, as found at: http://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf

vi) Mental Health & Wellness: Students that are in emotional/mental distress should refer to the Health and Wellness at Western page (https://www.uwo.ca/health/) for a complete list of options about how to obtain help or to go to the Wellness Education Centre located in UCC room 76. Students in crisis in need of immediate care are directed to go directly to Student Health Services in UC11 or to click on the green “I Need Help Now” button on the Health and Wellness page above.

vii) Accommodation for Students with Disabilities: Students work with Accessible Education Western (AEW, formerly SSD) which provides recommendations for accommodation based on medical documentation or psychological and cognitive testing. The accommodation policy can be found here: https://www.uwo.ca/univsec/pdf/academic_policies/appeals/Academic%20Accommodation_disabilities.pdf

viii) Religious Accommodation: Students should consult the University's list of recognized religious holidays, and should give reasonable notice in writing, prior to the holiday, to the Instructor and an Academic Counsellor if their course requirements will be affected by a religious observance. Additional information is given in the Western Multicultural Calendar. http://multiculturalcalendar.com/ecal/index.php?s=c-univwo


i) Contingency Plan: In the event of a COVID-19 resurgence during the course that necessitates the course delivery moving away from face-to-face interaction, all remaining course content will be delivered entirely online, either synchronously (i.e., at the times indicated in the timetable) or asynchronously (e.g., posted on OWL for students to view at their convenience). The grading scheme will not change. Any remaining assessments will also be conducted online at the discretion of the course instructor.

ii) Recording of Online Activities: All of the remote learning sessions for this course will be recorded. The data captured during these recordings may include your image, voice recordings, chat logs and personal identifiers (name displayed on the screen). The recordings will be used for educational purposes related to this course, including evaluations. The recordings may be disclosed to other individuals participating in the course for their private or group study purposes. Please contact the instructor if you have any concerns related to session recordings.

Participants in this course are not permitted to record the sessions, except where recording is an approved accommodation, or the participant has the prior written permission of the instructor.

iii) Online Etiquette: Some components of this course may involve synchronous online interactions. To ensure the best experience for both you and your classmates, please honour the following rules of etiquette:
• Use your computer and/or laptop if possible (as opposed to a cell phone or tablet)
• “Arrive” to class on time
• Ensure that you are in a private location to protect the confidentiality of discussions in the event that a class discussion deals with sensitive or personal material
• To minimize background noise, kindly mute your microphone for the entire class until you are invited to speak, unless directed otherwise
• Unless invited by your instructor, do not share your screen in the meeting
• [for classes larger than 30 students only] In order to give us optimum bandwidth and web quality, please turn off your video camera for the entire class unless you are invited to speak
• [for classes where video for all participants is encouraged] Be prepared to turn your video camera off at the instructor’s request if the internet connection becomes unstable

The course instructor will act as moderator for the class and will deal with any questions from participants. To participate please consider the following:
• If you wish to speak, select the blue “raise hand” function and wait for the instructor to acknowledge you before beginning your comment or question.
• Kindly remember to unmute your microphone and turn on your video camera before speaking.
• Self-identify when speaking.
• Kindly remember to select the “raise hand” function again to lower your hand, mute your mic and turn off your video camera after speaking (unless directed otherwise).

General considerations of “netiquette”:
• Keep in mind the different cultural and linguistic backgrounds of the students in the course.
• Be courteous toward the instructor, your colleagues, and authors whose work you are discussing.
• Be respectful of the diversity of viewpoints that you will encounter in the class and in your readings. The exchange of diverse ideas and opinions is part of the scholarly environment.
• Dress appropriately

Note that disruptive behaviour of any type during online classes, including inappropriate use of the chat function, is unacceptable. Students found guilty of “Zoom-bombing” a class, or of other serious online offenses, may be subject to disciplinary measures under the Code of Student Conduct.