NOTE to prospective students: This syllabus is intended to provide students who are considering taking this course an idea of what they will be learning. A more detailed syllabus will be available on the course site for enrolled students and may be more current than this sample syllabus.

MUS 442 Genre Studies:
Music Video, MTV and American Culture

Credit hours: 3
Course Number: Music 442
Instructor: Dr. Dana Reason
E-mail: reasonmd@oregonstate.edu
Phone: 541-737-5599
Office: Skype/Google Chat/Email

Prerequisites: None.

Introduction
This course examines the historical and cultural development of music and video from early “talkies” to MTV (Music Television) and You Tube. Students develop critical insights into how a compelling video is directed and produced and how artists and labels use music videos to augment the music, develop personas, tell stories (real and imagined) and build audiences. Students review weekly videos and provide commentary and reflections about them. The course centers mostly on music video history in the United States from the 1980s until today and covers a wide variety of music genres including: Rock, Punk, Indie-rock, New Wave, Country, Hip Hop, and EDM, among others.

This course combines approximately 90 hours of instruction, online activities, and assignments for 3 credits.

Learning Outcomes:
• Students will describe the characteristics that are central to the creation of music videos.
• Students will identify the directors and musicians that have created music videos in American culture.
• Students will demonstrate understanding various social and historical elements that led to the development of MTV and beyond.
• Students will analyze the construction of music videos.
• Students will evaluate videos based on content studied throughout the course.
• Students will assemble their own list of the top 20 most important videos as the final project.

Required Textbook:
Money for Nothing: A History of Music Video for The Beatles to Whitestripes by Saul Austerlitz
NOTE: For textbook accuracy, please always check the textbook list at the OSU Bookstore website. Sample syllabi may not have the most up-to-date information.

Other Sources:
You Tube, Vevo, and Internet sites.

Assignments:
Readings
Weekly Video Reviews (requires students to obtain a free Weebly Account)
Weekly Discussion Forums
3 Tests
Final Project: The analysis of 20 music videos of your choice.

Video Reviews:
Students will view and review five music videos each week with the template provided.

Discussion Forums:
Students will be asked to provide reactions to discussion questions and video examples.
Tests:
There will be three multiple question tests on knowledge from readings, discussions and videos

Final Project:
Students will develop their own list of the 20 most important videos with justification and examples of each video. Detailed information and format provided in the course.

GRADING POLICY:
Video reviews, discussion questions, test, and the final project contribute to the final grades as follows:

Weekly Video reviews: 30%
Weekly Discussion Boards: 20%
Tests: 25%
Final Project: 25%

Resources:
--Canvas— This course will be delivered via Canvas, your online learning community, where you will interact with your classmates and with me. Within the course Canvas site you will access the learning materials, tutorials, and syllabus; discuss issues; submit assignments; take quizzes; email other students and the instructor; participate in online activities; and display your projects.

Warning
The text and some videos contain offensive language and images.

Textbook Information: NOTE: For textbook accuracy, please always check the textbook list at the OSU Bookstore website (http://osubeaverstore.com/). Sample syllabi may not have the most up to date textbook information!

Course Calendar

Week One

**Week Two**
Topics: Television, Vaudeville, 70s music and television, Beginnings of MTV

**Week Three**
Topics: The early years of MTV: 1981-1983

**Week Four**
Topics: Heavy Metal, The Gods of 1984, Breaking the color barrier, Michael Jackson, opening the doors to new directors and photographers, the beginning of Hip Hop and Rap

**Week Five**
Topics: Madonna and women on MTV, long form videos, Bruce Springsteen, The Backlash Against MTV, Live Aid, VMAS

**Week Six**

**Week Seven**
Topics: Development of the performance clip, minimalism, realism, post-punk minimalists, parodies, Twee, Sex and Death,

**Week Eight**
Topics: Hip Hop arrives, Late 1980s

**Week Nine**
Topics: Early 1990s and 2000s.

**Week Ten**
Topics: Music Video after 2010
Students with Disabilities
Accommodations are collaborative efforts between students, faculty and Disability and Access Services (DAS). Students with accommodations approved through DAS are responsible for contacting the faculty member in charge of the course prior to or during the first week of the term to discuss accommodations. Students who believe they are eligible for accommodations but who have not yet obtained approval through DAS should contact DAS immediately at 541-737-4098.

Plagiarism
The following website is a link to the university policy on student behavior, including the ramifications for actions such as cheating.

http://oregonstate.edu/admin/stucon/achon.htm

Course evaluation
We encourage you to engage in the course evaluation process each term – online, of course. The evaluation form will be available toward the end of each term, and you will be sent instructions by Ecampus. You will login to “Student Online Services” to respond to the online questionnaire. The results on the form are anonymous and are not tabulated until after grades are posted.

TECHNICAL ASSISTANCE:
If you experience computer difficulties, need help downloading a browser or plug-in, assistance logging into the course, or if you experience any errors or problems while in your online course, contact the OSU Help Desk for assistance. You can call (541) 737-3474, email osuhelpdesk@oregonstate.edu or visit the OSU Computer Helpdesk online.
- COURSE DEMO
- GETTING STARTED

COURSE SITE LOGIN INFORMATION
Information on how to login to your course site can be found HERE.

REFUND POLICY INFORMATION
Please see the Ecampus website for policy information on refunds and late fees.