RTD 326: The Entertainment Corporation
Class meets: Tuesday/Thursday, 9:35-10:50 a.m., Comm 1046
Professor: Dr. E. R. Meehan
Office: Comm 1056C
Office hours: Tuesday, 1-4:30 p.m., and Thursday, 1-3:30 p.m.
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Course description
As the title states, this class focuses on the entertainment corporation. We examine one such corporation in terms of its internal structure, external relationships, industrial operations, and media output as well as its role in people’s lives, American values, and popular culture. Our focus this semester is the Walt Disney Corporation.

Readings
Understanding Disney. Janet Wasko.
Other readings will be assigned to update Wasko’s data. Her analysis still of Disney applies to the updated information.

Grades
Grades are based on attendance, class participation, in-class exercises, group presentations, reading reports, and an individual presentation on some aspect of the Disney Company that interests you.