

Structure of Information
Discussion Worksheet: Week 5/ *Who Controls Information?*

Your Name: _____

Instructions: Today you will discuss the readings in small groups for your participation grade. Pick groups of 4 – 6 students that you want to discuss the readings with. The project has 3 parts: 1) For those that completed it, you will share your findings from the information entertainment tracing assignment for the blog; 2) The group will find a media artifact to trace; 3) You will draw a diagram that represents the ownership patterns on the board/paper and present it to the class at the end with your key thoughts. You will choose a group leader that will lead the discussion and can present the group’s ideas. You will also choose a group scribe to record what you are doing and help keep track of time. One member will need to draw the visual map of ownership on the board. **If you have questions, raise your hand and I will come to your group.**

Group Leader (this person will facilitate & present the group’s ideas): _____

Group Scribe (this person will track time & turn in worksheet): _____

Group Board-Artist (this person will draw your diagram): _____

Other Group Members: _____

Part A: Tracing an Entertainment Information Source

One of the blog questions this week asked you to trace the ownership of an entertainment source you use.¹

1) Members who completed this blog will offer to share; the scribe should record the name of the group member and what they shared about the process. If you did

¹ (As a reminder it said, “First, choose a TV show or film that you have watched in the last month. Trace the ownership of that particular TV show or film. (In the case of TV, what network is it on? Who owns that network? What other networks are owned by that same company? In the case of film, what is the production company that paid for the film? What other movies have they recently produced? What other media companies does the production company own? For both, do you notice anything interesting once you look at this?”)

not trace a source, you can ask questions about it to a member and use your questions as your contribution. *The leader should help facilitate discussion in the group. The scribe does not have to write detailed answers; just summarize each person’s ideas and include their name. (Spend 5 minutes on this.)*

2) Second, the group should pick a media artifact to trace the ownership patterns and share out to the class. Include any details you think are important; surprises about how media was connected; ideas you had about how structure could influence information; other entertainment information that was linked (such as, similarities or dissimilarities in other TV shows, news sources, films) or anything else you think is relevant or interesting to tell your classmates. How is this shaped by any of the five points discussed: conglomeration, globalization, integration, synergy or economies of scale? *The leader should help facilitate discussion in the group and try to get the input from as many group members as possible. The scribe can use bullets or other organizing strategies to explain the ideas the group had. (Spend 10 -15 minutes on this total.)*

3) You will need to send a group member to the board/paper to draw this map to the best of their ability. The leader will need to be prepared to share the important ideas with the class in speaking for 2 – 3 minutes. Use this space below to sketch out.
