

Unit 03: The Business of Show Business

Content Area: **21st Century Life & Careers**
Course(s): **TV Media I**
Time Period: **Semester 1**
Length: **5 weeks**
Status: **Published**

Unit Introduction

Standards

ITEC.9-12.9.4.12.C.(1).2	Examine and summarize careers in this pathway to build an understanding of available opportunities.
ITEC.9-12.9.4.12.C.4	Select and employ appropriate reading and communication strategies to learn and use technical concepts and vocabulary in practice.
ITEC.9-12.9.4.12.C.5	Demonstrate use of the concepts, strategies, and systems for obtaining and conveying ideas and information to enhance communication.
ITEC.9-12.9.4.12.C.29	Describe the nature and types of business organizations to build an understanding of the scope of organizations.
ITEC.9-12.9.4.12.C.31	Analyze and summarize the history and evolution of this industry to understand the current place the field holds within society and the economy.
ITEC.9-12.9.4.12.C.32	Examine the various organizational structures adopted by groups within this field to understand the diversity and variety of functions within the industry.
ITEC.9-12.9.4.12.C.33	Analyze the economic base of this industry to demonstrate understanding of economic factors influencing the industry as a whole.
ITEC.9-12.9.4.12.C.34	Analyze and summarize evidence of interdependence between the technical and the artistic sides of this career cluster to demonstrate understanding of the systems involved in the cluster.
ITEC.9-12.9.4.12.C.35	Analyze and summarize the formal and informal influences on the abstract and formal structures of business organizations within this cluster to demonstrate an understanding of the influences on holding careers in this field.

Essential Questions

- What is the "business" of show business?
- What is the Hollywood Studio System? Who are the major players?
- What is the path of a film from concept to production?
- What are the different distribution streams for a film?
- What is the difference between a great actor or actress, and a Movie Star?
- How do you define a Hollywood Blockbuster versus a critically acclaimed movie?
- What is the role of talent agencies in the entertainment industry and who are the major players?
- What is the impact of awards season play in Hollywood (SGA, Golden Globes, Emmy's and Oscars)?
- What impact has social media had on the entertainment industry?
- What is "reality" TV? Why does it dominate the TV schedule?
- What is the difference between entertainment news and tabloids? Who are the paparazzi?

Content / Skills

- The purpose of of show business to generate income and not to entertain.
- The few major studios that dominate Hollywood and control most of the content in circulation.
- The path of a film from concept to production.
- The different distribution streams for a film.
- Identifying Movie Stars and Hollywood Blockbusters based on money and not quality.
- The Major talent agencies that represent the top talent in the entertainment industry.
- The professional and financial impact of Hollywood Awards Season on the entertainment industry.
- The impact of "Reality" TV and social media on the entertainment industry.
- The marketing role played by entertainment news and tabloids.