**Assignment 2: Reading Assignment**

Doing Media Studies 1, 2021/2022

September, 2021

***Abstract***

*In Doing Media Studies 1 (DMS1), you will complete a total of three assignments. The reading assignment is an assignment done by all tracks and focuses on reading books.*

*Specifically, in this assignment, you will:*

1. *Select and read at least two books that relate to professional aspects (more on this below).*
2. *Write a short note for each chapter and write a book review for each book.*
3. *Write a short reflection on the choice of books.*

**1. Introduction**

In DMS1 you develop your professional skills. For the *reading assignment* this means that you will familiarize yourself with parts of the professional field of media by selecting and reading books. Rather than reading academic literature, as you will do for other courses, or reading educational textbooks, this is your opportunity to learn about the most important and interesting people, the most important companies and organizations, or the most critical industries or sectors in the field of media.

**2. Learning Outcomes**

After completing this assignment,

* You have in-depth knowledge of some of the significant persons, organizations, and industries related to your study, and understand some of the professional aspects and how they relate to your interests and study;
* You have further developed reading skills allowing you to read, review and reflect on the material, and put it in a broader context;
* You can assess your work and progress, and reflect on this;
* You can communicate your work in a clear and structured way in writing; and
* You have experience with “learning by doing” and demonstrated project planning skills with a high degree of autonomy.

**3. Instructions**

You will read several books, which you can select yourself based on your interests, meeting the following requirements:

1. the books have some relation to the *professional* field of media, such as
   1. *biographies of persons*, both current people (e.g., Steve Jobs, Paul Verhoeven or Oprah Winfrey) or historical people (e.g., Marshall McLuhan, Lucille Ball or the Lumière brothers);
   2. *companies or organizations* (e.g., Apple, Google, BBC); and/or
   3. entire *industries or media sectors* (e.g., Silicon Valley, Hollywood, Dutch public broadcast).
2. There is at least one book about a person, and one book about a company, organization, or industry[[1]](#footnote-1).
3. The total number of books is at least 2.
4. The total number of pages you will have read is 500-800 (after reading all books).

The main thing you will do is *read* each book. You will also write a short note for each chapter and a short book review after you have completed it, and a reflection on the whole assignment (after reading all books) at the end.

Note there is no restriction to specific media or topics within the field of media – you are welcome to explore any direction or interest, and combinations of tracks are allowed (as in, reading one book about “film” and one about “new media”). You should *not* read academic literature (although the books must be ‘serious’). On the contrary, you will read academic literature elsewhere; here you focus on professional aspects through the people and organizations, companies, and industries in the field of media[[2]](#footnote-2).

Here are some arbitrary *examples* (no prescriptive list!):

*Film*

* [Alfred Hitchcock](about:blank)
* [Easy Riders, Raging Bulls](https://books.google.nl/books?id=BX7vCwAAQBAJ&printsec=frontcover&dq=Easy+Riders,+Raging+Bulls&hl=nl&sa=X&ved=0ahUKEwj1yNzKptzWAhUQU1AKHUtmBEIQ6AEIKjAA#v=onepage&q=Easy%20Riders%2C%20Raging%20Bulls&f=false)
* [Film Festivals: Culture, People, and Power on the Global Screen](https://books.google.nl/books/about/Film_Festivals.html?id=VMLLTapCpEUC&redir_esc=y)
* [Miyazakiworld: A Life in Art](https://books.google.nl/books?id=MxttDwAAQBAJ&printsec=frontcover&dq=Miyazakiworld:+A+Life+in+Art&hl=nl&sa=X&ved=0ahUKEwi5kMSfr5LnAhUP66QKHSnBBeMQ6AEIKzAA#v=onepage&q=Miyazakiworld%3A%20A%20Life%20in%20Art&f=false)
* [Moviemakers’ master class: private lessons from the world’s foremost directors](https://books.google.nl/books?id=ybjIKCRIksQC&printsec=frontcover&dq=Moviemakers%E2%80%99+master+class:+private+lessons+from+the+world%E2%80%99s+foremost+directors&hl=nl&sa=X&ved=0ahUKEwivsYDeo9zWAhXGZlAKHeQsCZIQ6AEIJzAA#v=onepage&q=Moviemakers%E2%80%99%20master%20class%)
* [Nederlandse Cinema Wereldwijd](https://www.bol.com/nl/p/nederlandse-cinema-wereldwijd/1001004001553568/) (Dutch)
* [On Kubrick](https://www.bol.com/nl/p/on-kubrick/1001004004805981/?suggestionType=typedsearch)
* [Paul Verhoeven: een filmersleven](https://books.google.nl/books?id=Pg-MDQAAQBAJ&printsec=frontcover&dq=Paul+Verhoeven:+een+filmersleven&hl=nl&sa=X&ved=0ahUKEwj4hqTzo9zWAhULa1AKHabzBEgQ6AEIKzAB#v=onepage&q=Paul%20Verhoeven%3A%20een%20filmersleven&f=false) (Dutch)
* [Steven Spielberg: A Biography](https://books.google.nl/books?id=cbbJgbdwUFkC&printsec=frontcover&dq=%E2%80%A2%09McBride,+Joseph.+Steven+Spielberg:+A+Biography&hl=nl&sa=X&ved=0ahUKEwjuwOKdvrfcAhVOM-wKHUoLBAgQ6AEIKzAA#v=onepage&q=%E2%80%A2%09McBride%2C%20Joseph.%20Steven%20Spielberg%3A%20A%20Biography&f=false)
* [The Big Picture: The Fight for the Future of Movies](https://books.google.nl/books?id=7hdMDwAAQBAJ&printsec=frontcover&dq=The+Big+Picture:+The+Fight+for+the+Future+of+Movies&hl=nl&sa=X&ved=0ahUKEwic_ML8rpLnAhUN66QKHXSlAdoQ6AEIKTAA#v=onepage&q=The%20Big%20Picture%3A%20The%20Fight%20for%20the%20Future%20of%20Movies&f=false)
* [The Pixar Touch: The Making of a Company](https://www.amazon.com/Pixar-Touch-Making-Company/dp/0307278298)
* [Van Abeltje tot Zoop](https://books.google.nl/books?id=HvqUtgAACAAJ&dq=Van+Abeltje+Tot+Zoop&hl=nl&sa=X&ved=0ahUKEwi0q7HG5IrnAhXHUlAKHWbaCCcQ6AEIKTAA) (Dutch)
* [Agnes Varda Interviews](https://www.amazon.com/Agnes-Varda-Interviews-Conversations-Filmmakers/dp/1496802497/ref=pd_sim_14_5/143-0389157-9816765?_encoding=UTF8&pd_rd_i=1496802497&pd_rd_r=b52934e0-2c2b-4aa2-88d5-d4a4f18f242a&pd_rd_w=YHa9N&pd_rd_wg=VCBAR&pf_rd_p=37f7dfa1-8c4e-4106-9502-a190ed3a2f4f&pf_rd_r=9AJG3AYNJPZHC5J2GV6K&psc=1&refRID=9AJG3AYNJPZHC5J2GV6K)
* [Alice & Eiffel: A New History of Early Cinema and the Love Story Kept Secret for a Century](https://www.amazon.com/Alice-Eiffel-History-Cinema-Century/dp/1682227669/ref=pd_sbs_14_1/143-0389157-9816765?_encoding=UTF8&pd_rd_i=1682227669&pd_rd_r=b52934e0-2c2b-4aa2-88d5-d4a4f18f242a&pd_rd_w=9Ztzq&pd_rd_wg=VCBAR&pf_rd_p=703f3758-d945-4136-8df6-a43d19d750d1&pf_rd_r=9AJG3AYNJPZHC5J2GV6K&psc=1&refRID=9AJG3AYNJPZHC5J2GV6K)
* [Oscar Micheaux: The Great and Only: The Life of America's First Black Filmmaker](https://www.amazon.com/Oscar-Micheaux-Great-Americas-Filmmaker/dp/0060731400/ref=sr_1_1?dchild=1&keywords=oscar+micheaux&qid=1600762190&s=books&sr=1-1)
* [A Short History of Cahiers Du Cinema](https://www.amazon.nl/Short-History-Cahiers-Du-Cinema/dp/1844672328/ref=sr_1_17?__mk_nl_NL=%C3%85M%C3%85%C5%BD%C3%95%C3%91&dchild=1&keywords=nouvelle+vague+france&qid=1600763288&sr=8-17)
* [Woman with a Movie Camera: My Life as a Russian Filmmaker](https://www.amazon.nl/Woman-Movie-Camera-Russian-Filmmaker/dp/0292713436/ref=sr_1_2?__mk_nl_NL=%C3%85M%C3%85%C5%BD%C3%95%C3%91&dchild=1&keywords=soviet+women+filmmakers&qid=1600763390&sr=8-2)
* [Diva](https://www.libris.nl/boek/?authortitle=erik-brouwer/diva--9789082837407) (Dutch)

*Television*

* [De Man Achter Het Scherm: De Televisie van Erik de Vries](https://www.bol.com/nl/s/algemeen/zoekresultaten/Ntt/De%2BMan%2BAchter%2BHet%2BScherm%253A%2BDe%2BTelevisie%2Bvan%2BErik%2Bde%2BVries./N/0/Nty/1/search/true/searchType/qck/defaultSearchContext/media_all/sc/media_all/index.html) (Dutch)
* [Gotta Get Theroux This: My life and strange times in television](https://books.google.nl/books?id=GpuNDwAAQBAJ&printsec=frontcover&dq=Gotta+Get+Theroux+This:+My+life+and+strange+times+in+television+van+Louis+Theroux&hl=nl&sa=X&ved=0ahUKEwj8-O3PrpLnAhWGjqQKHXEaDv0Q6AEIKTAA#v=onepage&q=Gotta%20Get%20Theroux%20This%3A%20My%20life%20and%20strange%20times%20in%20television%20van%20Louis%20Theroux&f=false)
* [Inside the rise of HBO: a personal history of the company that transformed television](https://books.google.nl/books?id=ZUkjCgAAQBAJ&printsec=frontcover&dq=Inside+the+rise+of+HBO:+a+personal+history+of+the+company+that+transformed+television&hl=nl&sa=X&ved=0ahUKEwjx9eHop9zWAhXPJVAKHT7mBaAQ6AEIJzAA#v=onepage&q=Inside%20the%20rise%20o)
* [Letterman: The Last Giant of Late Night](https://books.google.nl/books?id=pQawDAAAQBAJ&printsec=frontcover&dq=Letterman:+The+Last+Giant+of+Late+Night,+Jason+Zinoman+(2017)&hl=nl&sa=X&ved=0ahUKEwisytjUkIbnAhXMAewKHbWSD38Q6AEIKTAA#v=onepage&q=Letterman%3A%20The%20Last%20Giant%20of%20Late%20Night%2C%20Jason%20Zinoman%20(2017)&f=false)
* [This new noise: the extraordinary birth and troubled life of the BBC](https://books.google.nl/books?id=ncLSCQAAQBAJ&printsec=frontcover&dq=This+new+noise:+the+extraordinary+birth+and+troubled+life+of+the+BBC&hl=nl&sa=X&ved=0ahUKEwiSqtzRp9zWAhWBJ1AKHfiLBGkQ6AEIJzAA#v=onepage&q=This%20new%20noise%3A%20the%20extraordin)
* [VARA: Biografie van Een Omroep](https://www.bol.com/nl/p/geschiedenis-van-de-vara/1001004006411851/?suggestionType=typedsearch) (Dutch)
* [Oprah Winfrey: A Biography](https://www.amazon.com/Oprah-Winfrey-Biography-Greenwood-Biographies/dp/0313323399)
* [CNN: The Inside Story: How a Bunch of Mavericks Changed the Face of Television News](https://www.amazon.com/CNN-Inside-Mavericks-Changed-Television/dp/0316937614)
* [That Will Never Work: The Birth of Netflix by the first CEO and co-founder Marc Randolph](https://www.bol.com/nl/p/that-will-never-work/9200000107057162/?bltg=itm_event%3Dclick%26mmt_id%3DX2upnMRbxBqFHzq3z2gzLAAABcU%26slt_type%3Drecommendations%26pg_nm%3Dpdp%26slt_id%3Dprd_reco%26slt_nm%3Dproduct_recommendations%26slt_pos%3DC1%26slt_owner%3Dccs%26itm_type%3Dproduct%26itm_lp%3D5%26itm_id%3D9200000107057162&bltgh=tllasxSbpQl-sqaepudG3Q.1_9_10.15.ProductImage)
* [Dat gaat nooit lukken: Het verhaal van de medeoprichter en eerste CEO van Netflix (Dutch)](https://www.bol.com/nl/f/dat-gaat-nooit-lukken/9200000114262800/?Referrer=ADVNLGOO002008J-F7CQGFIURUYLW-312194578747&gclsrc=aw.ds&ds_rl=1263476&Referrer=ADVNLGOO002008J-F7CQGFIURUYLW-312194578747&gclid=CjwKCAjw5Kv7BRBSEiwAXGDElXFp9rWHexu2LAyUdjDkJ-1WUsGxRQN3TXIokZxHF94g9FWs7Sr-EBoCGUEQAvD_BwE)
* [Het zijn net mensen (Dutch)](https://www.bol.com/nl/p/het-zijn-net-mensen/9200000051539612/?suggestionType=featured_product&suggestedFor=joris%20luyendijk%20he&originalSearchContext=media_all&originalSection=main)

*Media & Information*

* [Charles Babbage. Pioneer of the Computer](https://books.google.nl/books?id=YCddaWqWK2cC&printsec=frontcover&dq=Charles+Babbage.+Pioneer+of+the+Computer&hl=nl&sa=X&ved=0ahUKEwjN6KDIrdzWAhXRKFAKHZYHCcIQ6AEIJzAA#v=onepage&q=Charles%20Babbage.%20Pioneer%20of%20the%20Computer&f=false)
* [How Google Works](https://books.google.nl/books?id=Yk9zAwAAQBAJ&printsec=frontcover&dq=how+google+eric+schmidt&hl=nl&sa=X&ved=0ahUKEwiqnNjzqdzWAhUHZVAKHf5SA5QQ6AEISDAE#v=onepage&q=how%20google%20eric%20schmidt&f=false)
* [How to Turn Down a Billion Dollars: The Snapchat Story](https://books.google.nl/books?id=TQMtDwAAQBAJ&printsec=frontcover&dq=How+to+Turn+Down+a+Billion+Dollars:+The+Snapchat+Story&hl=nl&sa=X&ved=0ahUKEwjK0q34r5LnAhUEyaQKHaVeCHoQ6AEIKTAA#v=onepage&q=How%20to%20Turn%20Down%20a%20Billion%20Dollars%3A%20The%20Snapchat%20Story&f=false)
* [Marshall McLuhan: The Medium and the Messenger](https://books.google.nl/books?id=oMBn4mwLP_MC&printsec=frontcover&dq=Marshall+McLuhan:+The+Medium+and+the+Messenger&hl=nl&sa=X&ved=0ahUKEwjp2MDyqtzWAhUMZ1AKHYClA_IQ6AEIJzAA#v=onepage&q=Marshall%20McLuhan%3A%20The%20Medium%20and%20the%20Messenger&f)
* [Steve Jobs](https://books.google.nl/books?id=26ev_abfrU8C&printsec=frontcover&dq=steve+jobs+biography+english&hl=nl&sa=X&ved=0ahUKEwjm9J2_qdzWAhVMZ1AKHVNeC7QQ6AEIMDAB#v=onepage&q=steve%20jobs%20biography%20english&f=false)
* [The Upstarts: How Uber, Airbnb, and the Killer Companies of the New Silicon Valley Are Changing the World](https://books.google.nl/books?id=SqT0CwAAQBAJ&printsec=frontcover&dq=The+Upstarts:+How+Uber,+Airbnb,+and+the+Killer+Companies+of+the+New+Silicon+Valley+Are+Changing+the+World&hl=nl&sa=X&ved=0ahUKEwi29uy5q9zWAhUPY1AKHXMvDqUQ6AEILjAB#v=onepage&q=The)
* [Videocracy: How YouTube Is Changing the World](https://books.google.nl/books?id=kngvDwAAQBAJ&printsec=frontcover&dq=Videocracy:+How+YouTube+Is+Changing+the+World&hl=nl&sa=X&ved=0ahUKEwjPoober5LnAhXD2qQKHXwVCzIQ6AEIKTAA#v=onepage&q=Videocracy%3A%20How%20YouTube%20Is%20Changing%20the%20World&f=false)

**4. Resources**

We won’t provide you with the books, but some are freely available online, and many are available in the university library. Do not choose any titles that are not easily available.

**5. Products**

Prior to the assignment proper, you are asked to submit a status update (see Section 7).

For the reading assignment, you will deliver the following:

1. For **each book**, you write:
   1. the complete reference of the book in **Chicago author-date style** (you may want to use the Zotero-tool);
   2. a short, tweet-length (280 characters) note or comment *per chapter* about what you learned or what you especially noticed as you read along (so **no summary** or review, but what you would tweet or post about each chapter after reading it[[3]](#footnote-3));
   3. a book review of 1-2 pages (more than a summary, about what’s good – or perhaps what’s not so good) about the book.
2. After completing all books, you write a *short* (1 page) *reflection* on:
   1. your choice of books and what you learned from it; and
   2. how you see yourself (skills, aspirations, current position in life) relative to the persons and companies/industries you’ve read about?

You submit in Canvas a single document in PDF/Word covering all of the above.

**6. Assessment Criteria**

Your assignment will be assessed with AVV/NAV (pass/fail). You pass this assignment by submitting all requested products before the deadline, and if your material is satisfying the letter and intent of the assignment.

There is limited time for a resit in case of incomplete or unsatisfactory assignments in week 4 (2021). You will be informed via a comment of your instructor on Canvas if you failed and need a resit.

**7. Supervision and Help, Status Update**

You are asked to submit a status update that indicates how you are giving shape to the assignment and what stage you are in.

As for the Reading Assignment, the update should contain the following information:

1. what books you have chosen (references in Chicago author-date style)
2. how many pages do your books consist of?
3. what are the books about (highlighting the professional angle)? and
4. why did you choose them?

Do not minimize your information to keywords but really try to communicate to your teacher your plans and interests. And don't hesitate to include any other questions or comments you may have!

The status update is also meant to discuss any doubts about your readings with your instructor. You do not need to contact your instructor before submitting the status update. However, in your status update you should offer all your considerations to enable a meaningful conversation about your readings with your instructor.

In addition to this, there will be a Q&A kick-off Zoom call. You may also want to contact your assigned instructor (the person who responds to your status update) if you have any questions specific to the Reading Assignment.

**8. Submission and Feedback**

**Submission**

These are the following deliverables:

* An outline of your project, or ‘status update’ submitted to Canvas (see section 7);
* A single file in PDF/Word with the references, notes, book reviews, and reflection as outlined above.

Please note that there is **only one DMS1** **status update** and that in this report, you provide information on both the *reading* *assignment* and the *video assignment*, **submitted to the track you do your video assignment in.**

**Deadline**

The deadlines are as follows:

* Status Update:
  + Early Track: Friday October 22, 2021, 5pm CET.
  + Regular Track: Thursday January 13, 2022, 5pm CET.
* Reading Assignment:
  + Early Track: Friday November 19, 2021, 5pm CET.
  + Regular Track: Friday January 21, 2022, 5pm CET.

You can opt for the Early Track by submitting your status update before the early deadline, any later submission of a status update will be part of the Regular Track. [[4]](#footnote-4)

Please note that the course manual describes that deadlines will be strictly enforced. So do not leave things up until the day of the deadline. If you encounter technical problems on the day of the deadline, including uploading complications, *your deadline will not be extended*.

If you are eligible for a resit (see Syllabus), you may submit improved versions of your products in Week 4. Your instructor will inform you and will set the exact date (this date may deviate from the generic Canvas due date).

**Feedback**

You will receive feedback on your status update and your assignment through Canvas. Please check your Canvas notifications and any comments your instructor makes.

ENJOY & GOOD LUCK!

1. So, not two biographies and no book about a company, organization or industry [↑](#footnote-ref-1)
2. *So, no books on philosophy, politics, or aesthetics. A historical topic may be an exemption.* [↑](#footnote-ref-2)
3. *A tweet is concise, personal and short.* *Good example: “Interesting how both Spielberg and Lucas were heavily influenced by television instead of film, something that can be seen in their films when you pay attention to it (in hindsight).”* [↑](#footnote-ref-3)
4. *If your status update has been approved in the Early Track and you choose to abandon this track, you do not have to submit a new status update when continuing your work in the Regular Track. Your instructor remains the same as from the early track.*  [↑](#footnote-ref-4)