Choose a media corporation that 1) has a global audience, and 2) is NOT a module topic in our class, and write an analysis of the media corporation. You can use the Sony article (by Gershon & Kanayama) in our course readings as a sample for the analysis. Your analysis should cover the following components: History: the origin, development, and current status of the corporation. Organizational culture of the corporation: What is the corporation’s organizational culture? What are the key features that make the corporation similar to or different from other media corporations? Global business strategies: What are the corporation’s strategies for global markets? How are they similar to or different from global business strategies of other media corporations? Audience acceptance: How are domestic and international audiences responding to the corporation? Future directions: What are the future directions for the corporation? Conclusion: What have you learned from the analysis? Write a five-page paper on this analysis. Use the materials we cover in the class when they are relevant to your analysis, and use at least three external sources (e.g., scholarly articles, scholarly books, the New York Times, the Wall Street Journal, the Economist) to back up your analysis. You will need to have at least six in-text citations following APA format. Do NOT cite sources such as Wikipedia or Yahoo Answers. Cite more credible sources instead. Please feel free to check with me if you are not sure about a source. The paper should be double spaced using 12 pt. Times New Roman font. You will also need a cover page and a reference page for the paper. So the total length of the paper, including the cover page and the reference page, should be seven pages. Read SAS for how to format your in-text citations, cover page, and reference page. Save your paper with the name 3356-SP21-CaseStudy1-YOUR LASTNAME Submit the paper through Assignments. Grading Rubric: Worth 35 points Cover page: 2 points History: 3 points Organizational culture: 5 points Global business strategies: 5 points Audience acceptance: 5 points Future directions: 3 points Conclusions: 3 points Reference page: 2 points In-text citations: 3 points Grammar and spelling considerations: 4 points the topics cannot be Disney, MTV, Netflix, sony, news corporation.