CIEE Global Institute – London

Course name: Mass Media in Europe
Course number: (GI) COMM 3003 LNEN
Programs offering course: London Open Campus (Communications, Journalism and New Media Track)
Language of instruction: English
U.S. Semester Credits: 3
Contact Hours: 45
Term: Spring 2020

Course Description

This course provides an overview of the major branches of mass media in the dominant European markets, with a focus on the transition from traditional mass media to digital media. After an introduction to media history, theories, and current research, the course examines specific industries such as television, radio, music, film, and print. Theories and models of mass communication are introduced and analyzed against their practical application in the markets studied in the course. Students are asked to compare how political and regulatory influences impact different sectors of the media in several European countries. The course is taught using a dynamic mix of lectures, case study discussions, student presentations, and site visits.

Learning Objectives

Participants of this course will be able to:

- Appreciate the challenges of national and regional identity affecting European media.
- Understand the European newspaper and broadcasting landscapes and issues facing them.
- Recognize the impact of digital on the European news industry.
- Gain an insight into the impact of Hollywood on European cinema.

Course Prerequisites

None.

Methods of Instruction

The course will be taught using lectures, case study discussions, student presentations, and site visits.
**Assessment and Final Grade**

- Presentation: 15%
- Midterm Essay (2000 words): 20%
- Final Essay (3500 words): 25%
- Digital Media Project: 20%
- Participation: 20%

**Course Requirements**

**Final Presentation**

Students will be paired up to present on an aspect of European Journalism in the Digital Age. Presentations should include multimedia and be 6-7 minutes per person in length.

**Essays**

Essay topics will be agreed upon in advance of the deadline with the instructor. The instructor will provide a list of suggested topics, but students are encouraged to come up with their own. The essays can be written in a journalistic style, but must include citations and a bibliography. The first essay will focus on comparing US and European broadcasting systems; the second will focus on European national identities and the media.

**Digital Media Project**

Students will produce a standard online news report as it would appear in a newspaper in the Europe including a political piece, a social piece and a third piece of their own choice.

**Participation**

As part of your work in this course, students should demonstrate learning beyond the submission of written assignments or presentations. As such, all students receive grades based upon participation.

Participation is valued as meaningful contribution in the digital and tangible classroom, utilising the resources and materials presented to students as part of the course. Students receive grades based upon their contributions both in the classroom and in the Canvas course.

Meaningful contribution requires students to be prepared, as directed by the Instructor, in advance of each class session. Students must clearly demonstrate they have engaged with the materials where directed.

This includes valued or informed engagement in, for example, small group discussions, online discussion boards, peer-to-peer feedback (after presentations), interaction with guest speakers, and attentiveness on co-curricular and outside-of-classroom activities.
**Attendance Policy**

Regular class attendance is required throughout the program, and all unexcused absences will result in a lower participation grade for any affected CIEE course. Due to the intensive schedules for Open Campus and Short Term programs, unexcused absences that constitute more than 10% of the total course will result in a written warning.

Students who transfer from one CIEE class to another during the add/drop period will not be considered absent from the first session(s) of their new class, provided they were marked present for the first session(s) of their original class. Otherwise, the absence(s) from the original class carry over to the new class and count against the grade in that class.

For CIEE classes, excessively tardy (over 15 minutes late) students must be marked absent. Attendance policies also apply to any required co-curricular class excursion or event, as well as to Internship, Service Learning, or required field placement. Students who miss class for personal travel, including unforeseen delays that arise as a result of personal travel, will be marked as absent and unexcused. No make-up or re-sit opportunity will be provided.

Attendance policies also apply to any required class excursion, with the exception that some class excursions cannot accommodate any tardiness, and students risk being marked as absent if they fail to be present at the appointed time.

Unexcused absences will lead to the following penalties:

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<thead>
<tr>
<th>Percentage of Total Course Hours Missed</th>
<th>Equivalent Number of Open Campus Semester classes</th>
<th>Minimum Penalty</th>
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</thead>
<tbody>
<tr>
<td>Up to 10%</td>
<td>1 content classes, or up to 2 language classes</td>
<td>Participation graded as per class requirements</td>
</tr>
<tr>
<td>10 – 20%</td>
<td>2 content classes, or 3-4 language classes</td>
<td>Participation graded as per class requirements; <strong>written warning</strong></td>
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<tr>
<td>More than 20%</td>
<td>3 content classes, or 5 language classes</td>
<td>Automatic <strong>course failure</strong>, and possible expulsion</td>
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**Weekly Schedule**

**Week 1  Orientation & Overview**

**Lectures:**
1) Introduction to Mass Media in Europe & themes of the course
2) EU Media Law - Impact, Challenges and Ideologies

Readings:


Week 2

Broadcasting, Part I: Public Service & Commercial Broadcasting in Europe

Class 2.1

The BBC as Global PSB model

Readings:

Crisell, J. “Chapter 7: The Fall and Rise of Radio”, in An Introductory History of British Broadcasting


Class 2.2

Rise of Commercial Television Across Europe

Site Visit: Sky News

Assignment: First Essay comparing US and European Broadcasting Systems

Week 3

Broadcasting, Part II: Broadcasting in the Digital Age

Class 3.1

The Global Format Industry

Readings:
Bennett, J. et al, Multiplatforming Public Service Broadcasting: The Economic and Cultural Role of UK Digital and TV Independents

Marsen, S. “Chapter 7: The Mass Media”, *Communication Studies*


**Class 3.2**

Public Service in the Digital Age

**Guest Speaker:** Adam Gee, Channel 4 Multiplatform Commissioning Editor

**Assignment:** Digital Media Project

**Week 4**

**European Cinema**

**Class 4.1**

European Cinema vs Hollywood

**Readings:**

Elsaesser, T. “Chapter 1: European Culture, National Cinema, the Auteur and Hollywood”, in *European Cinema; Face to Face with Hollywood*


**Class 4.2**

European Film Support and National Identity

**Screening and Case Study:** *Slumdog Millionaire*

**Week 5**

**The European News Industry: Part 1**

**Class 5.1**

All Change for the Newspaper Industry

**Site Visit:** The Guardian Newspaper

**Class 5.2**

Open Journalism - What and Why?

**Readings:**

Brock, G. “Chapter 6: The business model crumbles” in *Out of Print: Newspapers, Journalism and the Business of News in the Digital Age*


Assignment: Second Essay on European National Identities and the Media

Week 6

The European News Industry: Part II & Course Wrap-up

Class 6.1

The Future of News

Readings:
Benson, R. “Chapter 11- Futures of the News: International Considerations and Further Reflections” in Fenton, N. (ed) New Media, Old News: Journalism and Democracy in the Digital Age


Class 6.2

Assignment: Class Presentations

Course Materials


Readings


*Bignell, J., An Introduction to Television Studies (Routledge, 2004)


*Readings which are not listed on the weekly schedule but which students are expected to read during the lifecycle of the course*

**Online Resources**

[British Journalism Review](http://www.bjr.org.uk/)

[Centre for Media Pluralism and Media Freedom](http://cmpf.eui.eu/Projects/cmpf/Home.aspx)

[Channel 4 Commissioning](http://www.channel4.com/info/commissioning/4producers)

[Creative Europe](http://www.mediasdeskuk.eu/)

[European Journalism Centre](http://ejc.net/)

[George Brock Blog](http://georgebrock.net/)

[Online Journalism Blog](http://onlinejournalismblog.com/)

[The BBC Media Show](http://www.bbc.co.uk/programmes/b00dv9hq)
The European Broadcasting Union, http://www3.ebu.ch/home