

**ITHACA COLLEGE
LONDON CENTRE**

European Mass Media

221-32400-99

Spring 2007

Instructor: Bevan Jones

bevansue@globalnet.co.uk

Class Times: Tuesdays 10:30am-1:15pm

Course Objectives:

The central objectives of this course are to

- Study the variety of communications systems around Europe
- Place them in their national and historical contexts
- Consider the ways in which they interact

Students should note that there will be a bias to the broadcast and related media and that special reference will be made to the mass media in Britain, our host European nation. The class will focus on technological, cultural and political imperatives and on the emerging global markets for information and entertainment. There will also be a review of the history of international communications with the BBC studied as an exemplar.

Course Content:

Lectures, discussions and visits will focus on the following themes in the study of the mass media:

- European Nations and Societies
- Communications Theory
- European Communications Industries
- The Functions of International Communications
- The Evolution of Communications Systems in Europe
- Regulation, Ownership and Censorship
- Public Service vs Private Enterprise in the media
- Cultural Protectionism
- The Digital Revolution

Course Methodology:

The course will consist of lectures, guest speakers, screenings and the occasional off-campus visits to London based media organisations. The dates for

field trips will be negotiated with the class; students should ensure that they have sufficient time to travel. Students are expected to acquaint themselves with British newspapers, television and radio and to relate their observations to their wider experience of British culture. There will be regular opportunities for students to report their findings to the class and there will be structured discussions of student observations about the media. Students will also be expected to question the guest speakers closely.

Attendance Policy:

Attendance at every class is mandatory and assignments must be submitted on the given dates. Failure to attend the class meetings and the submission of course work after the due dates will result in a lowering of the student's grade.

Assessment and Grading:

There will be four assessments in the course:

- Mid term Essay – due in last class before spring break [subject is "UTOPIA"] – value 30%; *due date February 27th, 2007*
- Final Essay [subject is the Impact of new communications technologies on our lives] – due in the last class – value 30%; *due date is April 24th, 2007*
- Formal and Informal Class Participation – value 20%
- Final Examination – value 20% [*Tuesday May 1st, 2007*]

*Throughout the course, guidance will be given on reading, viewing and listening. Constructive use of concrete examples from such reading, viewing and listening will play an important part in each of the four assessments.

Office Hours: I will normally be available on Mondays before class and, briefly, after class. I can also arrange to meet students at mutually convenient times.

Libraries: The London Centre's Library/Resource Room has a reasonable supply of books on the European Mass Media. Students are urged to enrol as soon as possible in the Royal Borough of Kensington and Chelsea library system as well as the library system, of their "home" borough. If required, students can get the lecturer's permission to access material in the University of London Senate House library.

Resources:

1. SET TEXT: Mary Kelly, Gianpietro Mazzoleni, Denis McQuail, eds., **The Media in Europe** [Sage Publications; London, 2004]

2. BACKGROUND TEXTS:

- James Curran and Jean Seaton, **Power without responsibility: The Press and Broadcasting in Britain.** (1997)
- Sydney W Head, **World Broadcasting Systems; A Comparative Analysis** (1985)
- Anthony Smith and Richard Paterson, **Television. An International History.**
- Frederic Delouche ed., **The Illustrated History of Europe. A Unique Portrait of Europe's Common History** (1993)
- Andrew Walker, **A Skyful of Freedom: 60 Years of the BBC World Service** (1992)
- Michael C Keith and Robert Hilliard, **Global Broadcasting Systems** (1996)
- Robert Hargreaves, **The First Freedom. A History of Free Speech**(2002)
- Iosifidis, Steemers, Wheeler, **European Television Industries** (2005)
- Herman, McChesney, **The Global Media** (1997)
- Daya Thussu **International Communication** (2000)

3. DAILY NEWSPAPERS:

- The Times
- The Independent
- The Guardian [especially the "Media supplement" every Monday]
- The Daily Telegraph
- The Financial Times
- For comparative purposes, we will occasionally make reference to the middle range tabloids, the Daily Express and the Daily Mail and the bottom of the tabloid range, The Sun and the Daily Mirror. The final assignment is based on the style of either the Express or the Mail.

4. SUNDAY NEWSPAPERS:

- The Sunday Times
- The Observer
- The Independent on Sunday
- The Sunday Telegraph

5. USEFUL WEBSITES:

The BBC's website has an exceptionally useful feature on its news front page – a sidebar offering country profiles each of which has a section on the country's media.

- www.bbc.co.uk
- www.guardian.co.uk
- www.independent.co.uk
- www.timesonline.co.uk

6. FOREIGN LANGUAGE SITES [not mandatory; useful for any student with a 2nd or 3rd language]

- www.lemonde.fr
- www.corriere.it
- www.elpais.es
- www.ireland.com/newspapers
- www.zeit.de

Course Outline

1. Week of January 16th: Introduction to the course and to “European Mass Media”

TOPICS/Screenings

- Communications Theory and ideology
- The “Victorian Internet”

2. WEEK of January 23rd: Industrialisation, Urbanisation and the Rise of the Mass Media

TOPICS/Screenings

- “Shooting the Century” – part I

3. WEEK of January 30th: The Birth of European Broadcasting

TOPICS/Screenings

- The Mass Media: characteristics and content
- “Shooting the Century” – Part II

Diagnostic Paper set

4. WEEK of February 6th: The Nation State and International Conflict

TOPICS/Screenings

- “Auntie’s Secret History”

Diagnostic paper due

5. WEEK of February 13th: Visions of Truth

TOPICS/Screenings

- The Documentary Movement
- “Night Mail”
- “Man with a Movie Camera”

6. WEEK of February 20th

TOPICS/Screenings

- The Rise of Television

“People’s Century – Picture Power”

7. Week of 27th February

Educational field trip to The BBC

Students to meet at 9:45 am at White City Underground Station Field Trip

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Mid-term Assignment
Due Date: February 27th, 2007

SUBJECT: UTOPIA

The ideal society consists of small communities, speaking 17 different dialects, scattered around a mountainous region in central Europe, where conventional broadcasting and newspaper distribution are physically problematic. The various communities hold a variety of religious and political beliefs. Diet is based on home made yoghurt, transport relies on the mule and popular entertainment features small choirs (singing in dialect, naturally).

The European Union has hired you, a hotshot communications expert, to design the framework for a new utopian communications system.

Please submit an executive summary of your final report. A minimum of 1500 thoughtful words.

8. WEEK of March 13th: European Press agencies

TOPICS/Screenings

- The markets for newspapers
- “Scandal in the Bins”

9. WEEK of March 20th: Global Sound Broadcasting; ***Educational Fieldtrip to the World Radio Network***

10.WEEK of March 27th: Regulation, Censorship and the Proprietor

TOPICS/Screenings

- “Banned”

11.WEEK of April 3rd: International Advertising

TOPIC: ***Guest Speaker – to be announced***

12.WEEK of April 10th: Convergence and Globalisation

TOPIC/Screenings:

- “The King of Chaos”

13.WEEK of April 17th: Contemporary European Film

TOPIC/Screenings

- Cultural Protectionism
- Film Screening: film to be announced

14.WEEK of April 24th: Course summary and review

FINAL ASSIGNMENT

Due Date: April 24th, 2007

Subject: New communications technologies

You are asked to write a feature article for a mid-market British tabloid newspaper, such as The Daily Express or The Daily Mail on the following question:

“Will new communications technologies make our lives better or worse?”

Minimum of 1500 words

15. WEEK of May 1st: Final Examination

Americans with Disabilities Act

In compliance with section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act, reasonable accommodation will be provided to students with documented disabilities on a case by case basis. Students must register with the Office of Academic Support Services and provide appropriate documentation to the college before any academic adjustment will be provided.