



CIEE Global Institute – Berlin

Course name:	International Journalism
Course number:	(GI) JOUR 3001 BRGE
Programs offering course:	Berlin Open Campus (Communications, Journalism and New Media Track)
Language of instruction:	English
U.S. semester credits:	3
Contact hours:	45
Term:	Fall 2018

Course Description

This course is designed to provide an introduction to the theories and techniques of journalism, with an emphasis on fairness and accuracy of journalistic coverage of diverse, multi-ethnic communities, the role of journalism in democratic societies, news values and ethics, and reporting and writing techniques. All this is done with a special comparative focus on the situation of journalism in Germany, in Europe as a whole and the U.S. Using specific examples from especially the first two geographical and political areas, students examine the influence of journalism on politics, business, and society. Being in a vibrant European capital, with dozens of newspapers, magazines, and new media produced here, students experience the location and organizers of the most influential national press briefings as well as attend an editorial board meeting of one of the most popular daily newspapers. They will also pay particular attention to the role of foreign correspondents. Much of the coursework will include practical reporting, with students developing a journalism portfolio based on weekly exercises.

Learning Objectives

By the end of the course students will:

- Have a basic understanding of the role of journalism in our modern societies and the challenges and changes it is currently undergoing (e.g. technological, societal and ethical developments).



- Have built and demonstrated a knowledge of differences between journalism in different countries all over the world (e.g. media system, institutions, content and journalists).
- Have compared the German journalism with that in the US and critically assessed the two approaches.
- Discussed the complex relationship between journalism and the development of a democratic society and displayed awareness of future challenges concerning (international) journalism.
- Be able to fulfill at least very basic journalistic tasks (such as writing a complete short news message and a pre-editing of a newspaper page or webpage microsite).

Course Prerequisites

None.

Methods of Instruction

This course is taught through lecture, guest lectures, discussions and small group or individual assignments. Audio-visual material and site visits in Berlin will be used to augment the learning experience. Previous site visits have included national press briefings (Federal Government Press Conference, *Bundespressekonferenz*), as well as an editorial board meeting of one of the most popular German daily newspapers (*Bildzeitung*). Also, students have previously met with young journalists, especially from Eastern European transitory countries (Internationales Journalistenkolleg, IJK), and they learn from cutting-edge Internet start-ups in the city.

Assessment and Final Grade

Group presentation	20%
Extra assignments	20%
Final paper	25%
Participation	20%
Class attendance	15%



Course Requirements

Group presentations

Students must conduct a 10-15 minute presentation in small groups on one of the required readings out of week 4 or 5. Students are free to make traditional presentations or ones that use multimedia tools.

Extra assignments

During the course students have to complete two extra assignments. Both assignments are individual assignments, related to week 2 and 3 (the last one to be submitted in week 4 to allow time for preparation of the assignment after having trained for it in the related week 3).

Final paper

The final paper will consist of a 2,000-2,500 word paper. This paper must be an in-depth analysis of one of the topics discussed in class, to be agreed before with the professor/instructor. All papers are research papers and must therefore have proper and consistent annotation of all works cited or referenced.

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, utilizing 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 sessions will also result in a lower final grade.

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 will be marked as absent and unexcused. No make-up or re-sit opportunity will be provided.

An absence in a CIEE course will only be considered excused if:

- a doctor’s note is provided
- a CIEE staff member verifies that the student was too ill to attend class
- satisfactory evidence is provided of a family emergency

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:

<i>Percentage of Total Course Hours Missed</i>	<i>Equivalent Number of Open Campus Semester classes</i>	<i>Minimum Penalty</i>
Up to 10%	1	No academic penalty
10 – 20%	2	Reduction of final grade



More than 20%	3 content classes, or 4 language classes	Automatic course failure, and possible expulsion
---------------	--	--

Weekly Schedule

NOTE: this schedule is subject to change at the discretion of the instructor to take advantage of current experiential learning opportunities.

Week 1

Introductory session

Mutual exchange of expectation on the course. General introduction to journalism and what it means in a multimedia-based, international and intercultural surrounding, including a short overview of classical journalism theories. Information about task (Extra assignment 1) to be fulfilled for next week's class.

Required reading:

Freedman 2011, pp. 1-20 ("Introduction")

Possible additional reading:

McQuail 2013, pp. 1-26 ("What is journalism?")

Week 2

Changing role of journalism in modern society

Discussion of the changing role of journalism in modern society, based on different chapters of individual students' choices out of McQuail 2013 (except chapter 1). Special focus on the relationship between journalism, society and technology today in comparison to classical journalism of the former times.

Required readings:



McQuail 2013 (one chapter at the students' free choice, except chapter 1)

Possible additional readings:

Freedman 2011, pp. 21-46 ("Temperament")

Online resources:

Columbia Journalism Review: <http://www.cjr.org/>

European Journalism Observatory: <http://en.ejo.ch/>

Possible site visit:

Bundespressekonferenz including introduction by and discussion with one of the members of the board of this important German association

Deadline:

Extra assignment 1: Summarizing one-pager on one chapter

of participants' free choice out of McQuail 2013 (except chapter 1).

Week 3

Very basic tool set for journalists

Presentation on the fundamental knowledge of news values as well as reporting and writing techniques by the professor / instructor. Own writing and editing exercises with direct feedback by professor / instructor and discussion of results. Information about task (Extra assignment 2) to be submitted next week.

Required readings:

Freedman 2011, pp. 47-86 ("Reporting") and pp. 87-132 ("Writing")

Possible additional readings:



Sissons 2006, pp. 23-40 (“What is news”) and pp. 41-56 (“Telling the story”)

Online resources:

BBC College of Journalism (video channel):

<https://www.youtube.com/user/bbccojovideo>

Reuters Institute for the Study of Journalism (resources page):

<http://reutersinstitute.politics.ox.ac.uk/page/resources>

Suggested guest speaker:

(Vice) editor-in-chief of one of the most important Berlin-based newspapers, e.g. the national broadsheet *Bildzeitung*, telling about his daily business

Deadline:

None for this week, but one for following.

Week 4

Journalism in international comparison

First student presentations on both required readings, i.e. differences in journalism worldwide as well as its systematic analysis. Student interviews with journalists from different countries on site in Berlin on differences in journalism as well as fairness / accuracy of journalistic coverage of diverse communities.

Required reading:

Sievert 2010

Weaver & Willnat 2012, pp. 529-551

Possible additional reading:

Hofstede 2001

Örnebring 2012



Online resources:

Geert Hofstede National Culture:

<http://geert-hofstede.com/national-culture.html>

Journalism Studies Section within the European Communication Research and Education Association (ECREA): <http://sections.ecrea.eu/JS/>

Possible site visit:

Internationales Journalistenkolleg (IJK) Berlin, including group discussion and personal interviews by students with young journalists from different countries

Deadline:

Extra assignment 2: Writing professional news message (max. 80 words) and feature (about 500 words) on this course for Berlin-based newspaper in English.

Week 5

Differences between journalism in the US and Germany

Special focus on different and common elements between journalism in the US and Germany. Second student presentations on both required readings in front of members of the Foreign Press Association in Germany, who will later on comment on the students' analysis based on their own experience.

Required reading:

Brownlee/Beam 2012

Weischenberg et al. 2012

Possible additional reading:

Hallin & Manchini 2004

Craft & Davis 2013



Online resources:

Foreign Press Association Germany:

<http://www.vap-deutschland.org/>

German Federation of Journalists:

<https://www.djv.de/startseite/profil/der-djv/information-in-english.html>

Suggested guest speakers:

2-3 members from the US within the Verein der ausländischen Presse in Deutschland (Foreign Press Association in Germany)

Deadline:

None for this week, but one for following.

Week 6

Actual and future challenges, summary and discussion

Discussion of the changing role of journalism in modern society, based on a common closing text by Samuel G. Freedman and on texts of individual participants' choices out of Peters & Broersma 2013. Possible subjects are ethics and public trust in journalism, participatory or emerging new forms of journalism.

Required readings:

Freedman 2011, pp. 167-170 ("Epilogue")

Peters & Broersma 2013 (one article of free choice out of this edited volume)

Additional readings:

Peters & Broersma 2013 (more articles of free choice out of this edited volume)



Deadline:

Submission of final paper on subject free of choice on international journalism, out of issues discussed during course, to be agreed on with professor / instructor.

Readings

- Brownleed, Bonnie J. & Beam, Rand A. (2012): *U.S. Journalists in the Tumultuous Early Years of the 21st Century*. In: Weaver / Willnat 2012, pp. 348-362.
- Craft, Stephanie & Davis, Charles N. (2013): *Principles of American Journalism: An Introduction*. New York: Routledge.
- Freedman, Samuel G. (2011): *Letters to a young journalist*. Revised and Updated Edition. New York: Basic Books.
- Hallin, Daniel / Mancini, Paolo (2004): *Comparing Media Systems: Three Models of Media and Politics*. Cambridge: Cambridge University Press.
- Hofstede, Geert (2001): *Culture's Consequences – Comparing Values, Behaviors, Institutions and Organizations Across Nations*. 2nd Edition. Thousand Oaks: SAGE.
- McQuail, Denis (2013): *Journalism and Society*. Thousand Oaks: SAGE.
- Örnebring, Henrik (2012): "Comparative Journalism Research – An Overview". In: *Sociology Compass* 6, pp. 769–780.
- Peters, Chris & Broersma, Marcel (eds.) (2013): *Rethinking Journalism. Trust and Participation in a Transformed News Landscape*. New York: Routledge.



Sievert, Holger (2010): "Not Europeanised after All? European Journalism and its Differences within the EU Member States". In: Valentini/Nesti 2010, pp. 237-265.

Sissons, Helen (2006): *Practical journalism. How to write news*. Thousand Oaks: SAGE.

Valentini, Chiara / Nesti, Giorgia (eds.) (2010): *Public Communication in the European Union. History, Perspectives and Challenges*. Newcastle: Cambridge Scholars Publishing.

Weaver, David H. / Willnat, Lars (eds.) (2012): *The Global Journalist in the 21st Century*. New York: Routledge.

Weischenberg, Siegfried, Malik, Maja & Scholl, Armin (2012): "Journalism in Germany in the 21st Century". In: Weaver/Willnat 2012, pp. 205-219.

Online Resources

BBC College of Journalism (video channel):
<https://www.youtube.com/user/bbccojovideo>

Columbia Journalism Review: <http://www.cjr.org/>

European Journalism Observatory: <http://en.ejo.ch/>

Foreign Press Association Germany: <http://www.vap-deutschland.org/>

German Federation of Journalists: <https://www.djv.de/startseite/profil/der-djv/information-in-english.html>



Geert Hofstede National Culture: <http://geert-hofstede.com/national-culture.html>

Journalism Studies Section within European Communication Research and
Education Association: <http://sections.ecrea.eu/JS/>

Reuters Institute for the Study of Journalism (resources page):
<http://reutersinstitute.politics.ox.ac.uk/page/resources>