CIEE Global Institute – Berlin

Course name: Mass Media in Europe
Course number: (GI) COMM 3003 BRGE
Programs offering course: Berlin Open Campus, Berlin Global Architecture and Design, Berlin Global Internship
Open Campus Track: Communications, Journalism and New Media
Language of instruction: English
U.S. semester credits: 3
Contact hours: 45
Term: Fall 2019

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

By the end of this course, students 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

1. Presentation: 15%
3. Final Essay (3500 words): 25%
4. Digital Media Project: 20%
5. Participation: 20%
TOTAL: 100%

Course Requirements

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
Active participation in the class is required. Students will be expected to be active users of the media and bring to each class current media stories for group discussion. In some cases, students will be asked to research individual stories and topics, and be prepared to present informally to the class. The quality of the research, presentation and group discussions will be factors in the participation element of the grade.

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. Meaningful contribution requires students to be prepared in advance of each class session and to have regular attendance. Students must clearly demonstrate they have engaged with the materials as directed, for example, through classroom 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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<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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<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>
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<tr>
<td>Participation</td>
<td>10 – 20%</td>
<td>2 content classes, or 3-4 language classes</td>
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<tr>
<td>Participation</td>
<td>More than 20%</td>
<td>3 content classes, or 5 language classes</td>
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**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**

**Orientation & Overview**

**Class 1:1**

Introduction to Mass Media in Europe & themes of the course

Topics: Overview of course themes, readings, activities and assignments

**Class 1:2**

EU Media Law - Impact, Challenges and Ideologies

Topics: EU legal framework, Eastern versus Western Europe, and Germany country profile

Reading:


**Week 2**

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

**Class 2:1**

The BBC as Global PSB model

Topics: the rise of transnational investigative journalism and recent industry changes
Reading:
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
Topics: EU Media Regulation and the Brussels Effect

Reading:

Class 2:3 Site Visit: Der Spiegel, Berlin Editorial Offices
First Essay Due (comparing US and European broadcasting systems)

Week 3 Broadcasting, Part II: Broadcasting in the Digital Age

Class 3:1 The Global Format Industry
Topics: the role of economic, cultural and ideological factors in broadcasting

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

Class 3:2 Public Service in the Digital Age
Topics: business models for public and commercial television and impacts of social media

Reading:

Class 3:3 Site visit to broadcast studios of KCRW Berlin

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

**Week 4 European Cinema**

Class 4:1 European Cinema vs Hollywood
Topics: comparative analysis of cultural differences in film industries

Reading:
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*
Topics: film as an expression of national culture and identity

Readings:

**Week 5 The European News Industry: Part 1**

Class 5:1 All Change for the Newspaper Industry
Topics: fake news and hate speech

Reading:
Brock, G. “Chapter 6: The business model crumbles” in Out of Print: *Newspapers, Journalism and the Business of News in the Digital Age*
Class 5:2  
Open Journalism - What and Why?  
Topics: media populism in democratic societies  
**Second Essay Due** (on European National Identities and the Media)  

Reading:  

Week 6  
The European News Industry: Part II & Course Wrap-up  

Class 6:1  
The Future of News  
Topics: media and democracy and open questions for the future  

Reading:  
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  
Class Presentations  

Presentations on European Journalism in the Digital Age Due  

**Readings**  


*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/

Channel 4 Commissioning, http://www.channel4.com/info/commissioning/4producers

Creative Europe, http://www.mediadeskuk.eu/

European Journalism Centre, http://ejc.net/

George Brock Blog, http://georgebrock.net/

The BBC Media Show, http://www.bbc.co.uk/programmes/b00dv9hq

The European Broadcasting Union, http://www3.ebu.ch/home