



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%
2. Midterm Essay (2000 words):	20%
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:

<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 content classes, or up to 2 language classes	Participation graded as per class requirements



10 – 20%	2 content classes, or 3-4 language classes	Participation graded as per class requirements; written warning
More than 20%	3 content classes, or 5 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 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:

McQuail, D. "Chapter 1- The Media in Europe Today: Introduction" in
 Trappel, J., Meier, W.A., d'Haenens, L., Steemers, J., and Thomass, B.
 (eds) *Media in Europe Today*

Thomass, B. and Kleinsteuber, H.J. "Chapter 2- Comparing Media
 Systems: The European Dimension" in Trappel, J., Meier, W.A.,
 d'Haenens, L., Steemers, J., and Thomass, B. (eds) *Media in Europe
 Today*

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*

Kleinsteuber, H.J. "Chapter 4- Radio: A Resilient Medium" in Trappel, J., Meier, W.A., d'Haenens, L., Steemers, J., and Thomass, B. (eds) *Media in Europe Today*

Class 2:2 Rise of Commercial Television Across Europe
Topics: EU Media Regulation and the Brussels Effect

Reading:

d'Haenens, L., Sousa, H. and Hulten, O. "Chapter 11: From Public Service Broadcasting to Public Service Media" in Trappel, J., Meier, W.A., d'Haenens, L., Steemers, J., and Thomass, B. (eds) *Media in Europe Today*

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:

Saura, L. B. and Enli, G.S. "Chapter 5- Commercial Television: Business in Transition" in Trappel, J., Meier, W.A., d'Haenens, L., Steemers, J., and Thomass, B. (eds) *Media in Europe Today*

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:

Forbes, J. and Street, S. "Chapter 2- European Cinema: Ideology, Aesthetics and Style", in *European Cinema: An Introduction*

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

Salovaara-Moring, I. "Chapter 2: What is Europe? Geographies of Journalism" in Sükösd, M. and Jakubowicz, K. (eds) *Media, Nationalism*

and European Identities

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:

Tunstall, J. "Chapter 14- Europe as World News Leader", in Trappel, J.,
Meier, W.A., d'Haenens, L., Steemers, J., and Thomass, B. (eds) *Media in
Europe Today*

Trappel, J. and Enli, G.S. "Chapter 6- Online Media: Changing Provision of
News" in Trappel, J., Meier, W.A., d'Haenens, L., Steemers, J., and
Thomass, B. (eds) *Media in Europe Today*

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*

Nieminen, H. and Trappel, J. "Chapter 8: Media Serving Democracy" in
Trappel, J., Meier, W.A., d'Haenens, L., Steemers, J., and Thomass, B.
(eds) *Media in Europe Today*

Class 6:2 **Class Presentations**

Presentations on European Journalism in the Digital Age Due

Readings

Bennett, J. et al (2012): "Multiplatforming Public Service Broadcasting: The Economic and Cultural Role of UK Digital and TV Independents", *Arts & Humanities Research Council*, available at: <http://eprints.bournemouth.ac.uk/21021/1/bennett-strange-kerr-medrado-2012-multiplatforming-psb-industry-report.pdf>

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

Brock, G. (2013): *Out of Print: Newspapers, Journalism and the Business of News in the Digital Age*, Kogan Page

Crisell, A. (2002): *An Introductory History of British Broadcasting*, Routledge

*Culver, S. and Kerr, P. (eds) (2014): *Global Citizenship in a Digital World*, Nordicom

*Curran, J. and Gurevitch, M. (2005): *Mass Media and Society*, Hodder Arnold

Elsaesser, T. (2014): *European Cinema; Face to Face with Hollywood*, Amsterdam University Press

Fenton, N. (2009): *New Media, Old News: Journalism and Democracy in the Digital Age*, Sage Publications

Forbes, J. and Street, S. (2000): *European Cinema: An Introduction*, Palgrave Macmillan

*Hujanen, T. and Lowe, G.F. (2003): *Broadcasting & Convergence: New Articulations of the Public Service Remit*, Nordicom

*Kung, L., Picard, R. and Towse, R. (2008): *The Internet and the Mass Media*, Sage Publications

Marsen, S. (2006): *Communication Studies*, Palgrave Macmillan

Sükösd, M. and Jakubowicz, K. (2011): *Media, Nationalism and European Identities*, CEU Press

Trappel, J., Meier, W.A., d'Haenens, L., Steemers, J., and Thomass, B. (eds) (2011): *Media in Europe Today*, University of Chicago Press

**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.mediadeskuk.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>