



CIEE Global Institute - Copenhagen

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| Course name: | International Journalism |
| Course number: | (GI) JOUR 3001 CPDK |
| Programs offering course: | Copenhagen Open Campus (Communications, Journalism, and New Media Track) |
| Language of instruction: | English |
| U.S. semester credits: | 3 |
| Contact hours: | 45 |
| Term: | Spring 2019 |

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 Denmark, 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 will experience the location and meet the organizers of one or more of the most influential national media or popular daily news sites. 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 be able to:

- Understand issues and ethics in reporting as practiced by European journalists
- Be able to demonstrate intercultural reporting skills, and demonstrate a portfolio of writing
- Appreciate how interactive technologies have affected the practice of journalism
- Have compared Danish/European journalism with that of 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.
- Know how media organizations in the country of study and in the wider European context are evolving in the fast-changing digital world
- Be able to appraise different news angles to one event, and structure and write a news story

Course Prerequisites

Students should have followed at least two semesters of social science related subjects.



Methods of Instruction

The course will consist of a mix of lectures, group discussions, site visits, guest speakers, student presentations, and screenings.

Assessment and Final Grade

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| Participation | 20% |
| Presentation | 15% |
| Digital Project | 10% |
| 3 Short Reporting Assignments (10% each) | 30% |
| Final Paper | 25% |

Course Requirements

Reporting Assignments

Students will become foreign correspondents, reporting on aspects of European life and culture for a student audience back home. These assignments will contribute to an online course magazine, which will be shared using the Flipboard app. Through these reporting exercises students have the opportunity to enhance their journalism skills during the course. The final reporting assignment will be an explorative and reflexive-critical accounting of international journalism in the European context.

Group presentations

Small groups of students will work together for an end-of-term presentation on a current news topic, analyzing the ways in which this topic is reported across European and American print, broadcast and online media.

Final Paper

A final paper of 2,500 words will cover an issue facing journalists today. A list of potential topics will be circulated in advance, although students will be encouraged to come up with their own. It may be written in either a journalistic or academic style, however the paper must have citations and a bibliography. Students will be encouraged to conduct interviews for this paper.

Participation

Each student is required to attend all sessions of the course and to participate actively in class discussions and during site visits.

Class Attendance

Regular class attendance is required throughout the program. Students must notify their instructor via Canvas, beforehand, if possible, if they will miss class for any reason. Students are responsible for any materials covered in class in their absence. Students who miss class for medical reasons must inform the instructor and the Academic Director (or a designated staff member) and provide appropriate documentation as noted below. A make-up opportunity will be provided to the extent this is feasible.



Due to the intensive nature of the block schedule, all unexcused absences will result in a lower final grade for the course. Each unexcused absence will cause 3 percentage points to be dropped from the final grade. For example, a student with an 88% final grade (B+) and 1 unexcused absence will see it reduced to 85% (B).

Students who transfer from one 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.

CIEE program minimum class attendance standards are as outlined below. Center-specific attendance policies may be more stringent than the policies stated below. The Center / Resident Director sets the specific attendance policy for each location, including how absences impact final grades. Such policies are communicated to students during orientation and via Study Center documents. In the event that the attendance policy for host institution courses differs from CIEE's policy, the more stringent policy will apply.

- Excessively tardy (over 15 minutes late) students will be marked absent.
- Students who miss class for personal travel will be marked as absent and unexcused. No make-up opportunity will be provided.
- An absence 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.
 - Evidence is provided of a family emergency.
- Attendance policies also apply to any required co-curricular class excursion or event.
- Persistent absenteeism (students approaching 20% or more of total course hours missed, or violations of the attendance policies in more than one class) may lead to a written warning from the Academic Director or Resident Director, notification to the student's home school, and/or dismissal from the program in addition to a reduction in class grade(s).

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 the course International Journalism. Mutual exchange of expectations for this course. General introduction to journalism and what it means in a multimedia-based, international and intercultural surrounding.

Class 1.2 What is journalism. A short overview of classical theories of what the function and purpose of journalism is.



Information about task (Extra assignment 1) to be fulfilled for next week's class.

Reading for class 1.2:

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

Possible additional reading:

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

Week 2

The changing role of journalism in modern society

Class 2.1 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).

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/>

Class 2.2 The relationship between journalism, society and technology today in comparison to the classical journalism of former times. The class is preparation for the following site visit.

Site visit:

Visit Danish daily newspaper Berlingske and newsite b.dk / or national broadcaster DR.

Deadline:

Extra assignment 1: Summarizing one-pager on one chapter of participants' free choice out of McQuail 2013 (except chapter 1).

Week 3

Basic tool set for journalists

Class 3.1 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.

Required reading:

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



Class 3.2 Guest speaker will talk about how news values are used in a daily newsroom setting. Information about task (Extra assignment 2) to be submitted next week.

Required reading:

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

Optional reading:

Online resources:

BBC Academy (video channel):

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

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

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

Suggested guest speaker:

Pierre Collignon, former editor of Danish daily Jyllands-Posten, founder of fact-check bureau ‘Tjekdet’ – on how news values are used in a daily setting.

Week 4

Journalism in international comparison

Class 4.1 First student presentations on both required readings, i.e. differences in journalism worldwide as well as its systematic analysis.

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/>

Class 4.2 and/ or site visit: Student interviews with journalists from different countries who are on site in Copenhagen, on differences in journalism as well as fairness / accuracy of journalistic coverage of diverse communities. Event in co-



operation with 'Den udenlandske presseforening' – foreign press association and/or the International Press Centre in Copenhagen.

Class 4.3 *Optional guest speaker*

Marcus Rubin, US correspondent for Danish daily Politiken.

Deadline:

Extra assignment 2: Writing professional news message (max. 80 words) and feature (about 500 words) for Copenhagen-based news site in English such as Copenhagen Post / Seven59.dk / The Local.

Week 5

Differences between journalism in the US and Europe (Denmark)

Class 5.1 Special focus on different and common elements between journalism in the US and Denmark. Second student presentations on both required readings.

Required reading:

Brownlee/Beam 2012
Skovsgaard, Morten, (2013)

Possible additional reading:

Hallin & Manchini 2004

Class 5.2 Panel debate and discussion with 2-3 members from the US within the Foreign Press Association in Denmark + Rushy Rashid, Danish/Pakistani radio host

Week 6

Actual and future challenges, summary and discussion

Class 6.1 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)

Class 6.2 Wrap up of course. Where is journalism going?

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 (including additional supplementary readings)

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

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.

Cushion, Stephen and Lewis, Justin, *The Rise of 24-hour News Television: Global Perspectives* (Peter Lang Publishing, 2010)

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, *Journalism and society* (Thousand Oaks: SAGE, 2013).

Örnebring, Henrik (2012): “Comparative Journalism Research – An Overview”. In: *Sociology Compass* 6, pp. 769–780.

Dell'Orto, Giovanna *American Journalism and International Relations: Foreign Correspondence from the Early Republic to the Digital Era* (Cambridge University Press, 2014)

Peters, Chris & Broersma, Marcel (eds), *Rethinking journalism. Trust and Participation in a Transformed News Landscape*. (London: Routledge, 2013).

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, 2006)



Skovsgaard, Morten, (2013) *Watchdogs on a leash? The impact of organisational constraints on journalists' perceived professional autonomy and their relationship with superiors*, Sage Journals

Terzis, Georgios , ed. *Mapping Foreign Correspondence in Europe* (Routledge, 2014)
Foreign Correspondents in the UK: London: a city 'bathed in light'

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

Jukes, Peter, *If You Tweet it They Will Come*, *British Journalism Review*, Vol. 25, No. 3, 2014, pages 25-31

Online Resources

Kirchner, Lauren, *Seven lessons Scandinavian media can teach us*, *Columbia Journalism Review* 2012
http://archives.cjr.org/behind_the_news/seven_lessons_scandinavian_med.php

BBC Academy (video channel):
<https://www.youtube.com/user/TheBBCAcademy>

British Journalism Review: <http://www.bjr.org.uk/>

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

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