



Global Institute – London

Course name:	International Journalism
Course number:	(GI) JOUR 3001 LNEN
Programs offering course:	London Open Campus (Communications, Journalism, and New Media track)
Language of instruction:	English
U.S. semester credits:	3
Contact hours:	45
Term:	Spring 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-racial communities, the role of journalism in democratic societies, news values and ethics, and reporting and writing techniques. Using specific examples from the United Kingdom, students examine the changing practice of journalism in the digital age. They will pay particular attention to the role of foreign correspondents, for example by examining how BBC radio, television and online has built a global reputation through its vast network of reporters. In London, students will visit the Frontline Club to examine the organization's role in protecting foreign correspondents, as well as Bloomberg News to learn about how an American organization functions in a global media setting. 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:

- Understand issues and ethics in international 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



- Know how the BBC and other British media organizations are evolving in the fast-changing digital world

Course Prerequisites

None.

Methods of Instruction

The course will use as its methods of instruction a mix of lectures, group discussions, site visits, guest speakers, student presentations, and screenings.

Assessment and Final Grade

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

Course Requirements

Reporting Assignments

Students will become foreign correspondents, reporting on aspects of British 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 British 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 British and American print, broadcast and online media.

Final Paper

A final paper of 2500 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. Although it may be written in a journalistic style, the paper will have citations and a bibliography. Students will be encouraged to conduct interviews for this paper.

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, utilising 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

The first week will be comprised of two lectures, incorporating a general introductory session, that explore these topics: 'The British Media Landscape: Opportunities for Journalists', and 'Differences Between Journalism in the US and the UK'.



Readings:

Lyall, Chapter 3: A Fact Too Good to Check
McNair, Chapter 2: Journalism's Social Role
Sissons, Chapter 4: Structuring the Story

Week 2

The Role of the Foreign Correspondent

Lectures:

- 1) From Cooke to Theroux: Reporting America
International journalism is as much about reporting from 'old friends' as it is about reporting on exotic locations. This lecture explores the significance and influence of British reporters in America and how their reports impact public diplomacy in the United Kingdom.
- 2) The BBC World Service: Reporting the World
Reporting the world is precarious for British correspondents, particularly in countries where British history and foreign policy has impacted the region. As such, this lecture explores case studies from the BBC World Service, deconstructing the usage and development of language in the reports whilst drawing parallels with British Governmental policy.

Readings:

Terzis, Chapter 27: Foreign Correspondents in the UK – London: a city 'bathed in light'

First reporting assignment due

Week 3

The Changing Face of Journalism

Lectures:

- 1) From Agencies to Stringers: Where Global News Comes From
- 2) How Social Media Has Changed Reporting
In the ever advancing digital age, the role of the reporter is no longer exclusively in the domain of conventional journalism. Today, 'unconfirmed' reports featuring footage, images, and sound recordings are as much elements in breaking news as traditional reporting. This lecture uncovers the impact of digital media on international journalism.



Readings:

Jukes, If You Tweet it They Will Come, pages 25-31

Brock, Chapter 9: Throwing Spaghetti at the Wall

Field Trip: The Frontline Club

Second reporting assignment due



Week 4

Journalism and Ethics

Lectures:

- 1) The Minefield of User-generated Content: Who Are You Going to Trust?
Relating to and expanding upon last week's lecture, this presentation uncovers debates and discourses on the ethical complications of using 'reliable' sources and contributors as distinct from publically generated content.
- 2) Maintaining Journalistic Standards in a PR World
This lecture centers on debates and expectations on basic standards in journalism, using contested and celebrated case studies.

Readings:

McQuail, Chapter 2: Journalistic Responsibility to Society

Peters and Broersma, Chapter 5: Trust, Truth and Objectivity: Sustaining Quality Journalism in the Era of the Content-Generating User

Third reporting assignment due

Week 5

The Global Reporter

Lectures:

- 1) Americans Abroad: Reporting for an American Audience
This lecture examines in what ways reporting in international journalism has been impacted by the predominance of American audience styles and preferences.
- 2) Journalism Values and Norms in Different Global Contexts.

Dell'Orto, Chapter 6: The Importance of Being There and Making People Care

Cushion, and Lewis, Chapter 2: All the World's a Stage: 24/7 News, Newspapers, and the Ages of Media

Week 6

Multimedia Journalism

Lectures:



- 1) Multi-skilled and Multicultural: Journalism Today
This lecture examines the diverse range of skills displayed in today's journalism, and juxtaposes this with populist approaches in international journalism.
- 2) The Future of Reporting
This lecture seeks to develop the abilities of students to articulate in conversation and debate the future of journalism.

Group presentations and final papers due

Readings

McNair, Brian, *News and Journalism in the UK* (London: Routledge, 2009)

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

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

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

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

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

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

Lyall, Sarah, *A Field Guide to the English* (Quercus, 2009)



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

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

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

Online Resources

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

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>