



## **CIEE Global Institute - Santiago de Chile**

|                                  |                          |
|----------------------------------|--------------------------|
| <b>Course name:</b>              | International Journalism |
| <b>Course number:</b>            | (GI) JOUR 3001 STCH      |
| <b>Programs offering course:</b> | Open Campus              |
| <b>Language of instruction:</b>  | English                  |
| <b>U.S. semester credits:</b>    | 3                        |
| <b>Contact hours:</b>            | 45                       |
| <b>Term:</b>                     | 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 the country of study, in Latin America 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 Latin American 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 be able to:

- Understand and analyze issues and ethics in international reporting as practiced by Latin American journalists
- Demonstrate intercultural reporting skills, and demonstrate a portfolio of writing
- Appreciate how interactive technologies have affected the practice of journalism
- Critically discuss the complex relationship between journalism and the development of a democratic society and display awareness of future challenges concerning (international) journalism.
- Know how media organizations in the country of study and in the wider Latin American context are evolving in the fast-changing digital world



### Course Prerequisites

Students should have completed a level 2000 class in communication or journalism prior to taking this course.

### Methods of Instruction

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

### Assessment and Final Grade

|                         |     |
|-------------------------|-----|
| 3 Reporting Assignments | 30% |
| Digital Project         | 10% |
| Group Presentation      | 15% |
| Final Paper             | 25% |
| Participation           | 20% |

### Course Requirements

#### **Reporting Assignments (3)**

Students will become foreign correspondents, reporting on aspects of Latin American 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 Latin American context.

#### **Digital Project**

By using an online platform to be discussed between the students and professor, students will work on an individual project. The topic to develop in this project needs to be relevant for the host culture and related to current affairs. Students should develop findings, include interviews and visual materials to make their points.

#### **Group Presentation**

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 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. Papers should use Chicago citation style in referencing their sources.

### **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. 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; <b>written warning</b> |
| More than 20%                                  | 3 content classes, or 5 language classes                 | Automatic <b>course failure</b> , 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 Week**

##### **Class 1:1            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 readings:*

Freedman 2011, pp. 1-20 (“Introduction”)

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



**Class 1:2**

**What is Journalism?**

Students will review the history of journalism, differences in expression of mass media and comment on the readings assigned.

Review of required reading

**Week 2**

**Class2:1**

**The 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/>

*Deadline:*

Extra assignment 1: Summarizing one-pager of 700-1000 words on one chapter of participants' free choice out of McQuail 2013 (except chapter 1).

**Class 2:2**

Submit short reporting assignment 1



In this session each student will explore ideas for the digital projects. The professor will comment on whether those current affairs are worth researching in order to avoid overlapping of subjects. The circling of stories, as a class dynamic, will be used in this session in order to facilitate also peer-to-peer feedback.

### **Week 3**

#### **Class 3:1**

##### **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>

#### **Class 3:2**

##### *Suggested guest speaker:*

(Vice) editor-in-chief of a major local newspaper, telling about his daily business

##### *Deadline:*

**Submit short reporting assignment 2**

## **Week 4**

### **Class 4:1**

#### **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 who are on site in the city of study, 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/>

#### *Deadline:*

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

### **Class 4:2**

#### **Group presentations**



Students in small groups will present their work together on a current news topic, analyzing the ways in which this topic is reported across European and American print, broadcast and online media.

## **Week 5**

### **Class 5:1**

#### **Differences between journalism in the US and Latin America**

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

*Required reading:*

Harvard 2011.

Brownlee/Beam 2012

Weischenberg et al. 2012

*Possible additional reading:*

Hallin & Manchini 2004

Craft & Davis 2013

### **Class 5:2**

*Suggested guest speakers:*

2-3 members from the US within the Foreign Press Association in Chile to talk about the press in each country, censorship and role of sponsors in mass media

***Deadline:***

Students submit their digital projects and short reporting assignment 3

## **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**

In this sessions students will submit their final papers. Afterwards a circle of comments and review of each paper will be open for discussion and analysis.

### **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)

Harvard, University. "What's New in Latin American Journalism". *ReVista* (summer 2011).

<https://revista.drclas.harvard.edu/book/whats-new-latin-american-journalism>

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/bbccojoideo>

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>

<http://www.democraciaycooperacion.net/contenidos-sitio-web/english-62/about-us/organizations-and-networks/article/latin-american-network-of-mass>

<https://freedomhouse.org/program/latin-america-programs>