



CIEE Global Institute – Berlin

Course name:	International Journalism
Course number:	(GI) JOUR 3001 BRGE
Programs offering course:	Berlin Open Campus, Berlin Global Architecture and Design
Open Campus Track:	Communications, Journalism and New Media
Language of instruction:	English
U.S. semester credits:	3
Contact hours:	45
Term:	Spring 2020

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 Germany, 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 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:

- Have a basic understanding of the role of journalism in our modern societies and the challenges and changes it is currently undergoing (e.g. technological, societal and ethical developments).
- Have built and demonstrated a knowledge of differences between journalism in different countries all over the world (e.g. media system, institutions, content and journalists).
- Have compared the German journalism with that in 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.
- Be able to fulfill at least very basic journalistic tasks (such as writing a complete short news message and a pre-editing of a newspaper page or webpage microsite).



Course Prerequisites

None.

Methods of Instruction

This course is taught through lecture, guest lectures, discussions and small group or individual assignments. Audio-visual material and site visits in Berlin will be used to augment the learning experience. Previous site visits have included national press briefings (Federal Government Press Conference, Bundespressekonferenz), as well an editorial board meeting of one of the most popular German daily newspapers (*Bildzeitung*). Also, students have previously met with young journalists, especially from Eastern European transitory countries (Internationales Journalistenkolleg, IJK), and they learn from cutting-edge Internet start-ups in the city.

Assessment and Final Grade

1. Group Presentation:	30%
2. Research Overview for Presentation:	10%
3. Writing Workshop Assignments:	20%
4. Short Writing Piece:	20%
5. Participation:	20%
TOTAL:	100%

Course Requirements

Group Presentation

Students will select groups on the first day of class to give a final presentation on a possible cross-border investigation. Topics will be selected in consultation with the instructor. The 15-minute presentation should include: 1) background on the situation in the countries being investigated; 2) summary of research overview (previously submitted, see below); 3) a “nut graph”, potential title and lede 4) a plan for promoting investigation digitally. Students should work in groups and divide work amongst themselves to make the most progress towards a story.

Research Overview for Presentation

This assignment of 750 words is an individual assignment intended to help with preparation of the group presentation. The overview should provide a summary of the research and investigation tools to be used in the project and account for preliminary research demonstrating the validity of the topic



Writing Workshop Assignments

In class presentations will cover various aspects of writing in journalistic style. Students will have to complete their own examples, using the skills learned in class, and submit them electronically via Canvas. Writing assignments must be turned in prior to the following class. Late assignments will not be accepted.

Short Writing Piece

Students will complete a profile, travel piece, review or other short journalistic piece on a topic of local relevance to Berlin. The piece should be between 1,750 – 2,000 words and should utilize the writing skills developed in class to create a coherent, interesting piece designed for a magazine or newspaper. Topics will be decided in consultation with the instructor.

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. Students are also expected to prepare 3 – 5 questions to ask guest speakers in class and during business visits. Questions should be submitted via Canvas beforehand.

In addition, students will be “discussion leaders” for one class, for which they will be graded in ability to actively contribute to the day’s discussion and provide questions for the group. This will go towards their participation grade.

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 Introductory session

- 1.1 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 first writing workshop piece to be fulfilled for next week's class.

Required reading:

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

Week 2 Changing role of journalism in modern society

- 2.1 Discussion of the changing role of role of journalism in modern society, based on different chapters of individual students' choices out of McQuail 2013 (except chapter 1).

Required reading:

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

- 2.2 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/>

Possible site visit:

Bundespressekonferenz including introduction by and discussion with one the members of the board of this important German association

Due date for submission of first writing workshop piece

Week 3 Very basic tool set for journalists

- 3:1 Presentation on the fundamental knowledge of news values as well as reporting and writing techniques by the professor / instructor.

Possible guest speaker:

Editorial staff member of one of the most important Berlin-based newspapers, e.g. the national broadsheet *Bildzeitung*, telling about his daily business

Due date for submission of research overview for presentation

3:2 Own writing and editing exercises with direct feedback by professor / instructor and discussion of results. Information about second writing workshop piece 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>

Week 4 Journalism in international comparison

4:1 First student presentations on both required readings, i.e. differences in journalism worldwide as well as its systematic analysis.

Possible site visit:

Internationales Journalistenkolleg (IJK) Berlin, including group discussion and personal interviews by students with young journalists from different countries

Due date for first round of student presentations

4:2 Student interviews with journalists from different countries on site in Berlin 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/>

Due date for submission of second writing workshop piece

Week 5

Differences between journalism in the US and Germany

5.1

Special focus on different and common elements between journalism in the US and Germany.

5.2

Second student presentations on both required readings in front of members of the Foreign Press Association in Germany, who will later on comment on the students' analysis based on their own experience.

Possible guest speakers:

2-3 members from the US within the Verein der ausländischen Presse in Deutschland (Foreign Press Association in Germany)

Required reading:

Brownlee/Beam 2012; Weischenberg et al. 2012

Possible additional reading:

Hallin & Manchini 2004; Craft & Davis 2013

Online resources:

Foreign Press Association Germany:

<http://www.vap-deutschland.org/>

German Federation of Journalists: <https://www.djv.de/startseite/profil/der-djv/information-in-english.html>

Due date for second round of student presentations

Week 6

Current and future challenges, summary and discussion

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.

Required readings:

Freedman 2011, pp. 167-170 ("Epilogue"); Peters & Broersma 2013 (one article of free choice out of this edited volume)

6.2 Final discussion

Possible subjects are ethics and public trust in journalism, participatory or emerging new forms of journalism.

Additional readings:

Peters & Broersma 2013 (more articles of free choice out of this edited volume)

Readings

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.

Craft, Stephanie & Davis, Charles N. (2013): *Principles of American Journalism: An Introduction*. New York: Routledge.

Freedman, Samuel G. (2011): *Letters to a young journalist*. Revised and Updated Edition. New York: Basic Books.

Hallin, Daniel / Manchini, 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 (2013): *Journalism and Society*. Thousand Oaks: SAGE.

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

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

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.

Valentini, Chiara / Nesti, Giorgia (eds.) (2010): *Public Communication in the European Union. History, Perspectives and Challenges*. Newcastle: Cambridge Scholars Publishing.

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

Weischenberg, Siegfried, Malik, Maja & Scholl, Armin (2012): "Journalism in Germany in the 21st Century". In: Weaver/Willnat 2012, pp. 205-219.



Online Resources

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

Columbia Journalism Review: <http://www.cjr.org/>

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

Foreign Press Association Germany: <http://www.vap-deutschland.org/>

German Federation of Journalists: <https://www.djv.de/startseite/profil/der-djv/information-in-english.html>

Geert Hofstede National Culture: <http://geert-hofstede.com/national-culture.html>

Journalism Studies Section within European Communication Research and Education Association: <http://sections.ecrea.eu/JS/>

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