



Prague, Czech Republic Study Center

Course Title:	Communication: Social Power of Media
Course Code:	COMM 3001 PGSU
Programs offering course:	CES, CNMJ
Language of instruction:	English
U.S. Semester Credits:	3
Contact Hours:	45
Term:	Summer 2018
Session:	Session 1 (May 21 – June 18)

Course Description

The course will examine the influence of media on the public opinion and on the ways of social interaction in society. The emphasis will be on media such as radio and TV, which has now become traditional in comparison to the newer interactive internet-based social media. The course will explore the dynamic relationship between the development of communication technologies and the content of the disseminated messages. Prague-based Radio Free Europe (RFE/RL) and its development from the ideological weapon aimed against the communist regimes during the Cold War to its present day mission will be used as an example. It will be compared to the development of two other Prague-based media: Czech Public Radio and Czech Public TV. Students will learn how the traditional media is adapting to the new media situation and what effect this adaptation has on the practice of journalism. Students will be able to get a close-up view of the people and news process at RFE/RL and the two other media companies. Special attention will be given to the coverage of religious, ethnic and other emotionally sensitive issues in Central-European context and how the representation of these issues shape public attitudes and policies. The course is part of a twofold educational project and is intended to provide students with the understanding of how the media has developed to its current stage of interactive social media (which will be covered by instructor in Seville), and what has been the impact of media on the public in each of the stages of its development.

Learning Objectives

By the end of this course, students will be able to:

- Describe and analyze the workings of RFE/RL – a legendary international news organization: its mission, history and its challenges in the modern world as compared to the approaches of Czech and other European media.
- Describe how the media impact world events and the history of particular countries; identify the dangers and responsibilities involved.
- Identify and describe the perceptual differences of various audiences; describe the importance, in European context, of being aware of ethnic and religious sensitivities.
- Demonstrate that they have increased their awareness of the importance of free flow of information as a safeguard of democracy; provide past and present examples of media impact

on political and social developments in Central-Europe; identify current challenges to the freedom of expression.

- Be able to compare, analyze and discuss how significant world events were covered by media in the past and now: how the coverage has shaped public attitude.
- Be able to demonstrate that they have increased their ability to use relevant skills required for analysis of journalistic standards and background research of media organizations.
- Demonstrate an increased ability of debating.
- Demonstrate an increased ability of presenting and orally defending their scientifically informed opinion.

Course Prerequisites

Understanding of the basic concepts of western journalism is helpful, however not mandatory.

Methods of Instruction

Lectures, home assignments with follow-up discussions, reaction papers, field trips/visits to media companies. Additional readings from the electronic Course Reader and/or handouts may be assigned by professor. PowerPoint presentation from lectures will be available on the CIEE course Canvas site. They are designed to serve as visual reminder of the main concepts of the course and as a short textbook for this course. Classes will take place at CIEE (or at Radio Free Europe/Radio Liberty or other media companies when indicated by the professor). Students may be invited to visit some of the broadcast services of RFE/RL or other media organizations and to participate in seminars or discussion groups sponsored by the radios and other organizations. Visits to media organizations will be announced by the professor. The course will also include demonstration of video materials. After watching them the students will be asked to answer quizzes or write short reaction papers. Volunteering for individual research assignments and short reports/reaction papers is encouraged and will earn extra credit points for the Final Grade. This may take a form of a travel report on a topic previously agreed with professor. All mandatory reaction papers may increase or deduct (in case of late submission or non-submission) credit points, whilst successful optional reaction papers will increase the score.

Assessment and Final Grade

1. Homework/Research papers	30%
2. Participation/Discussion	20%
3. Midterm exam	10%
4. Final exam/essay	40%

Course Requirements

Reading assigned texts

Students are expected to read the indicated texts from the recommended literature. A course reader will be available electronically on the CIEE website. Additional readings may be provided by professor.

Submission of written home assignments

Students are expected to have basic word processing and on-line searching skills. Students should complete their homework assignments in a timely manner and submit them in printed or electronic form



as directed by professor. Late submission of work (without a justified reason) will be graded down 5% for the first day and 1% for each subsequent day.

Academic conduct and integrity

Students should act in accordance with the CIEE policies of academic conduct and acknowledge that the instructor will not tolerate any contravention of these requirements. This includes avoidance of plagiarism.

Class Participation

Students' active participation in classes is essential for their successful completion of the course. Students are required to take an active part in classes, especially during discussions and exchange their opinions and ideas. Therefore solid advance preparation for classes is necessary. No multi-tasking (i.e. internet browsing, on-line chatting, viewing photos and other materials not related to the course) is permitted during the classes. Repeated warning may result in banning the use of electronic devices for the rest of the semester. Taking handwritten notes, whilst not obligatory, is encouraged.

Exams

The course will finish with a written exam. It will consist of four questions requiring short essay-style answers. The fourth question will ask to analyze and compare two news items in accordance with the analytical structure provided by professor. It will make up to 40% of the final grade. To provide students with the opportunity to monitor their progress during the course and to familiarize with the format of the Final exam, a Midterm exam will take place half way into the course. It may constitute up to 10% of the final grade. However in the framework of this intensive course it should be regarded mainly as a revision of the course material and rehearsal before the Final exam. The philosophy of this course is to reward progress in learning, thus less successful results in the Midterm may be compensated by increased quality of performance in the subsequent assignments leading to the Final exam. One of the main criteria for evaluation of the students' progress will be their increased ability to apply their theoretical knowledge to praxis. In addition to the above, short quizzes will take place during the entire course.

CIEE Prague Class Participation Policy

Assessment of students' participation in class is an inherent component of the course 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. Students are required to actively, meaningfully and thoughtfully contribute to class discussions and all types of in-class activities throughout the duration of the class. Meaningful contribution requires students to be prepared, as directed, in advance of each class session. 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.

Students are responsible for following the course content and are expected to ask clarification questions if they cannot follow the instructor's or other students' line of thought or argumentation.

The use of electronic devices is only allowed for computer-based in-class tests, assignments and other tasks specifically assigned by the course instructor. Students are expected to take notes by hand unless the student is entitled to the use of computer due to his/her academic accommodations. In such cases the student is required to submit an official letter issued by his/her home institution specifying the extent of academic accommodations.



Class participation also includes students’ active participation in Canvas discussions and other additional tasks related to the course content as specified by the instructor.

CIEE Prague Attendance Policy

CIEE Prague attendance policy corresponds to that delineated in the participant contract. Specific details will be published in the semester syllabus.

CIEE Academic Honesty Statement

Presenting work of another person as one’s own, failure to acknowledge all sources used, using unauthorized assistance on exams, submitting the same paper in two classes, or submitting work one has already received credit for at another institution in order to fulfill CIEE course requirements is not tolerated. The penalty ranges from failure in the course to dismissal from the program. The Academic Director should be consulted and involved in decision making in every case of a possible violation of academic honesty.

Daily Schedule

<p>Day 1</p>	<p>THE DEVELOPING MEDIA WORLD</p> <ul style="list-style-type: none"> • Course introduction: explanation of the course policies and content. • The World of the Medias: Overview of how media has developed and how it works; how it shapes attitudes toward social and natural environment. <p>Required readings:</p> <ul style="list-style-type: none"> • PP 1 • Altschull, 3-7, 8-15, • Marshall McLuhan, <i>Understanding Media</i> (2008) 7-23
<p>Day 2</p>	<p>THE CHALLENGE OF TECHNOLOGICAL INNOVATION TO JOURNALISM ETHICS; RFE/RL TODAY: PRAGUE-BASED INTERNATIONAL MEDIA (PART 1) (Tour of the RFE/RL will be arranged at other convenient time).</p> <ul style="list-style-type: none"> • Professional Standards and Codes of Conduct; character of media professionals; • Discussion of concepts of objectivity, balance, fairness. • Propaganda and fabrication. • Differences between US and European media; commercial, public, and state-run media. • The ongoing debate between the two media philosophies: the impact of developing media technology versus the function of the content of message. • Background on the organizational structure of RFE/RL: work of the services; field bureaus; editorial policies; standards of excellence; use of technology. <p>Required readings:</p> <ul style="list-style-type: none"> • PP 2 • PDF document: <i>Reporters sans frontieres publication</i>, 9, 14 – 16.

	<ul style="list-style-type: none"> Raymond Williams, <i>Television</i> (2002) pp. 8-17
Day 3	<p>RFE/RL TODAY: PRAGUE-BASED INTERNATIONAL MEDIA (PART 2); RFE/RL AND THE COLD WAR</p> <ul style="list-style-type: none"> Goals and specific mission of each of the RFE/RL services. Mission and philosophy of RFE/RL. Strategic priorities; role of audience research in setting priorities. Editorial autonomy of services and cross-service coordination. Professional code. Structure of US international broadcasting. Video presentation. Short overview of RFE/RL history from Munich to Prague. Listening session: Sample of historical broadcasts from RFE/RL, BBC. <p>Required readings:</p> <ul style="list-style-type: none"> PP 3 Lynette Sheridan Burns, <i>Understanding journalism</i> (2002) 95 – 109; PP4 PDF: <i>Cold War Radios 1&2</i>; PDF: Markov Case documents 1 &2, <i>Inside RFE/RL</i>; Francis Fukuyama, “The End of History,” <i>The National Interest</i>, Summer 1989, 3-18; Altschull, 85-92; Gorman, <i>Cold War and Communication</i> 104-113, 114-121.
Day 4	<p>COVERING SENSITIVE ISSUES</p> <ul style="list-style-type: none"> Dealing with ethnic, religious and emotional sensitivities in Central European and in global media context: understanding different perceptual angles; Facing disinformation, propaganda, hate speech. Introduction to the past case studies. <p>Required readings:</p> <ul style="list-style-type: none"> PP 5 Fareed Zakaria, (November/December 1997), “The Rise of Illiberal Democracy,” <i>Foreign Affairs</i> (USA) 22-45; Samuel Huntington, (1996) <i>The Clash of Civilizations and the Remaking of World Order</i>, Intro, 207-215, 252-320; Houston Smith, <i>The World’s Religions</i>, 221-242 (Islam); 271-299 (Judaism); 317-335 (Christianity).
Day 5	<p>COVERING RUSSIA: THEN AND NOW</p> <ul style="list-style-type: none"> How did the international media cover Russia during the Cold War? What were the issues? What were the technology and production issues? What were the broadcasting strategies? What was the coverage and issues immediately after the Cold War, during and after the collapse of the Soviet bloc? What are the current approaches? Russia’s relations with Ukraine; their common historical roots and current differences.

	<ul style="list-style-type: none"> • How independent is the media in Russia? • How the conflict in Ukraine is covered by Russian, Ukrainian and Western media. <p>Required readings:</p> <ul style="list-style-type: none"> • PP 6 • Professor will provide you with historical and up-to-date materials on Russia and the current conflict coverage.
Day 6	<p>MIDTERM EXAM</p> <ul style="list-style-type: none"> • Written exam consisting of three questions to be answered in a short essay format. <p>Required readings:</p> <ul style="list-style-type: none"> • PP 7 (Sample of the Midterm exam) • Revise the materials from day 1 to 6. Individual tutoring, as needed.
Day 7	<p>FACING THE PLURALITY OF BELIEFS</p> <ul style="list-style-type: none"> • The many new faces of global media. • Facing ideological challenges through new multi-media environment. • How the technology and competition affect broadcasting strategies of RFE/RL and other international broadcasters? • Listening session on covering religious and ethno-linguistic relations issues. <p>Required readings:</p> <ul style="list-style-type: none"> • PP 8 • John Hick, “Religious Pluralism and Absolute Claims,” 193-197.
Day 8	<p>RESEARCHING THE MEDIA</p> <ul style="list-style-type: none"> • Journalism and advocacy. • The manipulation of media. • Journalist as public servant, citizen, business person, or political actor? • Discussing careers of media personalities. • Centralization of media ownership and its implications for democracy. <p>Required readings:</p> <ul style="list-style-type: none"> • PP 9 • Other up-to-date reading assignments will be indicated by professor.
Day 9	<p>COVERING THE WORLD AT THE CZECH PUBLIC TV</p> <ul style="list-style-type: none"> • (Visit to Czech TV if available or at other convenient time) • What are the issues covered at CPTV? • What is the editorial philosophy? • The process of gathering news for TV. • What about the bias? • The new technological challenges? • Being present on the social media, following the format trends of the mainstream international media. • New ways of competing for the viewership. <p>Required readings:</p>

	<ul style="list-style-type: none"> • PP10 • History and Professional Code of Czech TV (www.CTV.cz); • Gorman, <i>Media & War, New Media</i> (2 files).
Day 10	<p>COVERING THE WORLD AT CZECH PUBLIC RADIO</p> <ul style="list-style-type: none"> • (Visit to Czech Radio if available or at other convenient time) • What are the issues covered by CPR? • What is the editorial philosophy? • The process of gathering news for national public radio. • What about the bias? • The new technological challenges. <p>Required readings:</p> <ul style="list-style-type: none"> • PP 11 • History and Mission of the Analytical Unit of the Czech Public Radio (follow the links from the electronic version of the Course Reader or as advised by professor).
Day 11	<p>COVERING HOSTILE ENVIRONMENT</p> <ul style="list-style-type: none"> • Czech and International journalists on assignment in hot-spots abroad • debate about cooperating with the military ('embedded' journalists); • physical and psychological challenges. • Overcoming information restrictions. • Harassment of journalists. • Real-life stories. <p>Required readings:</p> <ul style="list-style-type: none"> • PP12 • PDF document: <i>Reporters sans frontieres publication</i> 21-63, 94; • Links to relevant IFJ, AI, UNHRC documents. (electronic links as directed by professor)
Day 12	<p>MEDIA AND THE FUTURE; REVIEW OF THE COURSE</p> <ul style="list-style-type: none"> • The new frontiers for international media: what the continuing trends in mass communications and what is entirely new? • Challenge and opportunities of Internet, multi-media, new ways of live coverage, the impact of hand-held communications equipment. • How will develop the professional standards? • The influence of media on the public opinion and on the ways of social interaction in society. • Structured approach to estimating the character of this influence by analyzing media coverage. <p>Required readings:</p> <ul style="list-style-type: none"> • Be ready for discussion and group exercise involving the material discussed in this course. • Personal tutoring as needed <p>FINAL EXAM</p>

	<ul style="list-style-type: none"> • Written test consisting of four questions to be answered in a short essay form.
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Course Material

- Cold War Broadcasting Impact: Impact on the Soviet Union and Eastern Europe.* A Collection of Studies and Documents. Ross Johnson and Eugene Parta editors. Budapest – New York: Central European University Press, 2010.
- Goodwin, Stephen R. *Fractured Lands, Healing Nations.* Frankfurt am Main: Peter Lang Publishing, 2006.
- Huntington, Samuel P. *The Clash of Civilizations and the Remaking of World Order.* London: Simon&Shuster, 1996.
- McLuhan, Marshall. *Understanding Media.* London & New York: Routledge, 2008.
- Partal, Vincent. *Media Literacy: Connecting Citizens.* Maastricht: European Journalism Centre, 2005.
- Smith, Huston, *The World's Religions,* USA: HarperSanFrancisco, 1991.
- Stiglitz, Joseph E. *Globalization and its Discontents.* London: Penguin Books, 2002.
- Stiglitz, Joseph, *Making Globalization Work,* London: Penguin Books, 2007.
- Thompson, Mark. *Forging War: The Media in Serbia, Croatia and Bosnia-Herzegovina.* UK: Article 19th, 1994.
- Smith, Huston. *The World's Religions.* San Francisco: HarperSanFrancisco, 1991.
- Thompson, Mark. *Forging War: The Media in Serbia, Croatia and Bosnia-Herzegovina.* UK: Article 19th, 1994.
- Williams, Raymond. *Television.* London & New York Routledge, 2010.
- Zakaria, Fareed. November/December 1997. "The Rise of Illiberal Democracy." *Foreign Affairs (USA)*, 22-45.