

Summer School 2017

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2.30-4pm

Seminar Room

### Aims

Are public or private media systems more likely to produce the type of programming that helps democracies flourish? Which produces more entertaining TV shows?

In the 20<sup>th</sup> century, the United States developed a massive private media system that exported Hollywood films, pop music, and, later, Facebook and Twitter around the globe. The size and scope of this largely for-profit culture industry has led some scholars to speak of an “American exceptionalism” in media. But if the U.S. is an outlier in private media, there is also a form of “British exceptionalism” in public (government-funded) media. With eight television and five radio channels in the UK and a global multimedia network, the British Broadcasting Corporation (BBC) is the world’s largest broadcast news gathering organization. BBC shows like *Sherlock* and *Downton Abbey* have loyal followings throughout world. At the same time, Britain has a competitive for-profit newspaper industry and the U.S. has a modest public broadcasting system.

This course compares the mass media systems of the UK and the U.S. We trace how the two systems developed historically and consider how different revenue models (e.g., advertising, subscriptions, publicly-funded, etc.) encourage particular types of content. We will also learn about the relationship between the state and the mass media in the two countries. Students will study British newspapers and TV and explore how norms concerning objectivity, censorship, and public interest programming differ from U.S. media outlets.

### Objectives

Students completing this seminar should be able to:

1. Describe a range of media revenue models (including advertising, subscription, public, charitable donation, etc.) and how the prevalence of these models varies historically and cross-nationally.
2. Critically interpret the findings of existing research on the effects of revenue models on media outlet’s content.
3. Analyze the role of state actors and agencies in shaping media content and the media’s role in checking state power.
4. Compare norms of media content in the U.S. and UK.

- Critically analyze how political and economic arrangements encourage or inhibit the production of media content that promotes democratic and just societies.

## Study Trip

The study trip will be to BBC Studios in Bristol and the offices of a national newspaper in London TBC

Study Trip Date: 30th June – 1st July

## Assessment

Class Participation	30%	
Presentation of Content Analysis	30%	
Response Paper 1 (British TV)	10%	500 words
Response Paper 2 (Newspaper comparison)	10%	500 words
Response Paper 3 (Cross-national comparison)	10%	500 words
Response Paper 4 (Profile of UK news start-up)	10%	500 words

## Deadlines

Response Paper 1 (British TV)	Thursday 8 <sup>th</sup> June
Content Analysis Proposal	Thursday 15 <sup>th</sup> June
Response Paper 2 (Newspaper Comparison)	Wed 21 <sup>st</sup> June
Response Paper 3 (Cross-national comparison)	Monday 26 <sup>th</sup> June
Content Analysis Presentations	Tuesday 4 <sup>th</sup> July
Response Paper 4 (Profile of UK news start-up)	Wednesday 5 <sup>th</sup> July

## Attendance

You are expected to attend class daily and on time. If you are unable to attend class, you should contact Dean and Director, Jonathan Hope, or Director of Studies, Lucy Marten, who will inform us of your absence. Unauthorized absence from class will jeopardize a satisfactory final grade for the course.

## Plagiarism

This is something that all educational institutions and professors take very seriously, and ASE is no exception.

Plagiarism is copying, without attribution or acknowledgement, the precise wording that someone else has used and passing it off as your own. This can take the form of whole sentences, or just phrases taken from published material, from internet sources or from other students' papers.

**DO NOT copy out sections of other people's work and put them in your essay without acknowledging your debt and providing a full bibliographical reference.**

ASE reserves the right to reduce/fail individual course grades in the event of proven academic dishonesty (plagiarism, cheating etc).

This is not to say that you can't use arguments or ideas from the work of other people: you can, but you must restate them **in your own words** and, in an end- or footnote, give the full reference for your sources.

### Academic Accommodations

Any student who is entitled to academic accommodations due to a learning disability is encouraged to talk in confidence to the Director of Studies, Lucy Marten. Lucy will advise on how ASE can best help, and will arrange for appropriate accommodations to be made.

### Set Texts

All readings will be provided by the tutor through a Google site. Students are expected to bring printed copies to class.

### Timetable of Classes

Teaching Week: Date	Class Requirements
	<b>Week 1: American and British Exceptionalism in Media</b> This week will explore the political, economic, and social conditions that produced the contemporary media systems in the U.S. and the UK. We will also read about a range of models of public media globally.
1: Monday 5 <sup>th</sup> June	Introductions; Discussion of public vs. private systems and some essential differences between UK and US systems of government.
1: Tuesday 6 <sup>th</sup> June	American Exceptionalism in (Private) Media <b>Read: Starr, Excerpt from <i>Creation of the Media</i></b>
1: Wed 7 <sup>th</sup> June	Meet the BBC: Exceptionalism in (Public) Media <b>Read: Briggs, Excerpt from <i>The BBC: The First Fifty Years</i></b>
1: Thursday 8 <sup>th</sup> June	Public Media Around the World <b>Read: Benson and Powers, Intro + assigned country</b> <b>Due: Response Paper 1 (British TV)</b>
	Dorset Weekend
	<b>Week 2: Why Revenue Source Matters</b>

	This week will examine how revenue sources like advertising and subscriptions lead media outlets to be more responsive to market demand and target more affluent audiences. We will also consider pressures on content that public media outlets face. Students will also decide on content analysis topics.
2: Monday 12 <sup>th</sup> June	Market Demand and Media <b>Read: Schudson, Excerpt from <i>The Sociology of the News</i></b>
2: Tuesday 13 <sup>th</sup> June	The Sky TV Revolution <b>Read: King, "Thatcherism and the emergence of Sky Television"</b>
2: Wed 14 <sup>th</sup> June	Studying Media Through Content Analysis <b>Read: Babbie, Excerpt from <i>Social Research Methods</i></b>
2: Thursday 15 <sup>th</sup> June	Does Market Demand Exist for Public Media? <b>Read: McCauley, Excerpt from <i>NPR</i></b> <b>Due: Content Analysis Proposal</b>
	<b>Week 3: State-Media Relations</b> This week we will explore the ways that governments regulate mass media, noting important differences in policies between the U.S. and the UK/EU. We will also learn about war-time media management strategies and the role of the media as a watchdog.
3: Monday 19 <sup>th</sup> June	Regulation Media in the US and UK <b>Read: Benson, Powers, &amp; Neff, "Public Media Autonomy and Accountability: Best and Worst Policy Practices in 12 Leading Democracies"</b>
3: Tuesday 20 <sup>th</sup> June	Propaganda and State Power <b>Listen: RadioLab, "War of the Worlds"</b>
3: Wed 21 <sup>st</sup> June	Snowden, Surveillance, and the UK <b>Read: Wu et al., "'Whistleblower or Leaker?' Examining the Portrayal and Characterization of Edward Snowden in USA, UK, and HK Posts"</b> <b>Due: Response Paper 2 (Newspaper Comparison)</b>
3: Thursday 22 <sup>nd</sup> June	Privacy and the State <b>Read: Gibbs, "European parliament approves tougher data privacy rules"</b>
	<b>Week 4: Norms of British and American Media</b> This week we will learn about some important differences in the norms of U.S. and UK media content.
4: Monday 26 <sup>th</sup> June	Comparing Within and Between <b>Read: Hackett, "Is there a democratic deficit in US and UK journalism?"</b> <b>Due: Response Paper 3 (Cross-national comparison)</b>
4: Tuesday 27 <sup>th</sup> June	The Objectivity Norm <b>Read: Schudson, "The objectivity norm in American journalism"</b>
4: Wed 28 <sup>th</sup> June	Advertising Cultures <b>Read: Frith and Wesson, "A comparison of cultural values in British and American print advertising: A study of magazines"</b>
4: Thursday 29 <sup>th</sup> June	Brexit and the Media <b>Read: Moore and Ramsay, "UK media coverage of the 2016 EU Referendum"</b>
	Study Trip weekend
	<b>Week 5: Media in a Neo-Liberal Age</b> This week we will examine how changing economic and political arrangements are altering the media landscape. We will learn about how a new "disruptive" start-up economy is producing new forms of online news

	and entertainment even as privatization and austerity measures are transforming public media.
5: Monday 3 <sup>rd</sup> July	Digital Utopianism <b>Read: Marwick, Excerpt from <i>Status Update</i></b>
5: Tuesday 4 <sup>th</sup> July	Presentations <b>Due: Content Analysis Presentations</b>
5: Wed 5 <sup>th</sup> July	When Citizens Take Over <b>Read: Allan, "Citizen journalism and the rise of 'mass self-communication': Reporting the London bombings"</b> <b>Due: Response Paper 4 (Profile of UK news start-up)</b>
5: Thursday 6 <sup>th</sup> July	Britain's Silicon Valley <b>Read: Nathan and Vandore, "Here Be Startups: Exploring London's 'Tech City' Digital Cluster"</b>
5: Friday 7 <sup>th</sup> July	<b>Final Tea</b>

## ASE Library Holdings

Students may find useful resources filed under 'The UK Media in a Globalised World' or 'Journalistic Writing'

- Chris Anderson *The Longer Long Tail*, RH Business Books, 2009
- Chris Anderson *Free: The future of a radical price*, RH business books, 2009, 2 copies
- J Baggini & P S Fosl *The Philosopher's Toolkit: A Compendium of Philosophical Concepts and Methods*, Blackwell, 2002
- J Baggini & J Stangroom *What Philosophers Think*, Continuum, 2005
- A Belsey & R F Chadwick *Ethical Issues in Journalism and the Media*, Routledge, 1993, 4 copies
- WL Bennett & R M Entman *Mediated Politics: Communication in the Future of Democracy*, Cambridge University Press, 2001, 3 copies
- J Bignell *Media Semiotics : An Introduction*, 2nd ed., Manchester University Press, 2002, 4 copies.
- G Branston & R Stafford *The Media Student's Book*, 4th ed, Routledge, 2006, 4 copies
- Sean Brierley *The Advertising Handbook*, Routledge, 1995
- Asa Briggs *BBC: The first fifty years*. Oxford University Press, 1985
- Daniel Chandler *Semiotics: the Basics*, ,Routledge, 2<sup>nd</sup> ed., 2007, 3 copies
- M Conboy *Journalism : A Critical History*, SAGE, 2004, 4 copies
- S Cottle *Global Crisis Reporting: Journalism in the Global Age*, OUP Maidenhead, 2008
- K Coyer, T Downmunt & A Fountain *The Alternative Media Handbook*, Routledge, 2007, 4 copies
- An Introductory History of British Broadcasting* Routledge 2<sup>nd</sup> ed.,2002
- J Curran & J Seaton *Power Without Responsibility, The Press Broadcasting and New Media in Britain*, Routledge, 6<sup>th</sup> ed 2003, (5 copies). Also 7<sup>th</sup> ed 2009 (1 copy)
- DN Davies *Flat Earth News*, Chatto and Windus, 2008, 3 copies
- Alain de Botton *The News: a user's manual*, Penguin 2014 (signed copy)
- Terry Eagleton *Marxism and Literary Criticism*, Routledge, 1989
- Terry Eagleton *Literary Theory: An Introduction*, Blackwell, 2008
- T Eagleton *Ideology: An Introduction*, Verso, 2007, 3 copies
- Harold Evans *Essential English for Journalists, Editors & Writers*, Pimlico 2000
- Penelope Fitzgerald *Human voices*. Mariner, 1999

Stuart Hall et al *Culture, Media, Language: Working Papers in Cultural Studies, 1972-79* (Cultural Studies Birmingham), 1980

James Harkin *Cyberbia*, Little Brown, 2009, 2 copies

David Harvey *The Condition of Postmodernity*, Blackwell, 1990

A Higson *Film England: Culturally English Filmmaking since the 1990s*, London and New York: I.B.Tauris, 2011 (2 copies)

J Jarvis *What Would Google Do*, Collins Business, 2009, 3 copies

Jenkins, H. *Convergence Culture*, NYU 2006

S Lash & C Lury *Global Culture Industry*, Polity Press, 2007, 6 copies

D Laughy *Key Themes in Media Theory*, McGraw Hill, 2007 5 copies

Charles Leadbeater *We think: Mass Innovation, Not Mass Production*, Profile Books, 2008

P Marris & S Thornham *Media Studies : A Reader, 2<sup>nd</sup> ed.*, Edinburgh University Press. 2000, 4 copies

B McNair *News and Journalism in the UK, 4<sup>th</sup> ed.*, Routledge, 2003, 3 copies

B McNair *The Sociology of Journalism*, Arnold, 1998, 4 copies

J Nealon & SS Giroux *The Theory Toolbox: Critical Concepts for the Humanities, Arts and Social Sciences*, Rowman and Littlefield, 2003, 2 copies

RM Negrine *Politics and the Mass Media in Britain, 2<sup>nd</sup> ed.*, Routledge, 1989, 4 copies.

Greg Philo, et al. (2013) *Bad News for Refugees*, Pluto Press

Howard Rheingold *Smart Mobs: The Next Social Revolution*, Basic Books, 2002

Fred Ritchin *After Photography*, Norton, 2009

Alan Sheridan *Michel Foucault: The Will to Truth*, Routledge, 1980

C Shirky *Here Comes Everybody: How Change Happens when People Come Together*, Penguin, 2008, 2 copies

D Tapscott & AD Williams *Wikinomics: How Mass Collaboration Changes Everything*, Atlantic Books, 2007, 2 copies

Joe Trippi *The Revolution will not be Televised: Democracy, the internet and the Overthrow of Everything*, Harper, 2005, 2 copies

John Urry *The Tourist Gaze*, Sage, 2002, 2 copies

B. Waites, T Bennett, G Martin *Popular culture, past and present*, 1981, Routledge, 2 copies

Chris Weedon *Feminist Practice and Poststructuralist Theory, 2<sup>nd</sup> ed*, Blackwell, 1997

David Weinberger *Everything is Miscellaneous: The Power of the New Digital Disorder*, Holt, 2007

Tom Mills (2016) *The BBC: Myth of a Public Service*, Verso 2016

David Cromwell (2013) *Why Are We the Good Guys? Reclaiming Your Mind from the Delusions of Propaganda* Zero Books.