



SYLLABUS

MEDIA IN THE UNITED KINGDOM

Instructor: Christopher Cook

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Contact Hrs: 45

Language of Instruction: English

Class times: Wednesday 1.30-4.30pm

LONDON, ENGLAND

COURSE DESCRIPTION

This course equips students with an overview of the British media evolution and its relationship with society in the UK. Within this framework, the course explores how political, cultural, commercial, regulatory, and editorial issues shape the media we manufacture and consume Britain. This objective is achieved as students engage with industry professionals in class, make fieldstrips to operational media hubs in London, and audio-visual case studies of programme that will include news, current affairs, entertainment, education, advertising and creative digital innovation across all terrestrial media platforms.

COURSE OBJECTIVES

- Students are expected to gain a proficient understanding of the particular features of British media and journalism and how they differ from those in the US.
- Students will be able to critically analyse broadcasting, print publications, cinema, and internet products. This analysis will include consideration of the representational conventions that have determined the ways which British society and individuals and groups within it are represented in the mass media.
- Students will be equipped with a deeper understanding of contemporary media and journalism in the UK including historical development, content development, and production. Students will also develop an appreciation of contemporary debates in and about Britain's media.

INSTRUCTIONAL METHODOLOGY

Assessment is by papers, presentation, and class contribution. Classroom activities will include lectures and discussions.

METHOD OF EVALUATION (GRADING)

The final grade for this course will be calculated as follows:

Class contribution	20%
Diagnostic paper	10%
Mid-semester paper	25%
Class presentation	15%
Final paper	30%

Class contribution

In addition to their expected class attendance student scores for class participation depend upon a demonstrable mastery of the assigned reading for each session and a consistent, valid contribution to class discussions and in-class exercises that make use of the reading. Students should be prepared to ask questions and raise issues that enrich the on-going class discussions with their peers. Occasional contributions will have a negative effect on your grade.

Diagnostic paper

1,000 words. Topic to be confirmed in class.

Mid-semester paper

2,000 words. Topic to be confirmed in class.

Class Presentation

Each student will select a topic from an assigned list and at some point during the semester will make a 15 minute in-class presentation about their chosen media topic.

Final paper

The class presentation (above) and the research work that it has required will form the basis of the final written paper for this course.

COURSE OUTLINE

Class 1 - January 31st

INTRODUCING THE COURSE

ASSIGNMENTS: Research topics set

LECTURE:

- Reading the Visual World

Class 2 – February 7th

LECTURE

- Introduction to the course: Shaping the Nation
- The birth of the BBC and the ideals of Public Service Broadcasting

CASE STUDY: The People's Princess – BBC2

READING: Crisell P152-160

Handout Laura Mulvey from 'Visual Pleasure and Narrative Cinema'

Class 3 – February 14th

LECTURE

- The ‘meaning of News’
- TV Demographics

CASE STUDY: The three major national newscasts on BBC, ITV and Channel 4

READING: Crisell PP0-104, 201-203, 206-209

GUEST SPEAKER: Kate Mead, producer on BBC *Panorama*

Class 4 – February 21st

LECTURE

- Broadcasting and Politics
- The role of regulation in UK Broadcasting

SEMINAR: The meaning of Soaps

CASE STUDY: EastEnders

READING: Crisell P232-236 and 244-247

Handout from Christine Geraghty on Soaps

No class on Feb 28th due to Scotland trip

Class 5 – March 7th

VISIT: Museum of Brands and Packaging

LECTURE:

- The Digital Age in the UK: multi-channel multiplatform viewing
- Citizen Journalism
- IPTV & Social Media

SEMINAR: Sitcoms and mediating social change

GUEST SPEAKER: Paul Dodgson, writer for *Eastenders*

CASE STUDY: The *Inbetweeners* and *Ma Browne’s Boys*

STUDENT PRESENTATIONS

READING: Crisell P263-271

Class 6 – March 14th

LECTURE:

- TV Branding and Marketing
- Advertising in the UK

SEMINAR: TV Formats from *Big Brother* to *Britain’s Got Talent*

CASE STUDY: Strictly Come Dancing

STUDENT PRESENTATIONS

READING: Handouts TBA

MIDTERM BREAK

Class 7 – March 28th

VISIT: Walking tour of Fleet Street with Andreas Gebauer

LECTURE:

- Introduction to British National Newspapers
- The ‘freedom of the press’

SEMINAR: ‘Words and Images – the new photojournalism’

CASE STUDY: The Times, the Daily Telegraph, the Guardian and the i

STUDENT PRESENTATIONS

READING: Handout: Brian McNair News and Journalism in the UK (London Routledge)
P163-177

Class 8 – April 4th

LECTURE:

- The popular press in the UK
- The fight for circulation
- Newspapers online

SEMINAR: ‘Celebrification’

CASE STUDIES: The Daily Mail and The Sun

Class 9 – April 11th

LECTURE:

- British Magazines an overview

SEMINAR: The politics of gender in print

CASE STUDIES: UK ‘Cosmopolitan’, ‘Woman’s Own’, ‘Nuts’ and ‘Loaded’

STUDENT PRESENTATIONS

READING: Handout: Myra MacDonald: Representing Women (London Arnold 2003)
P171-178

Class 10 – April 17th (Tuesday 11.am – 12.30pm)

VISIT: British Board of Film Classification

LECTURE:

- Introduction to British Cinema
- Independent production
- The role of TV

SEMINAR: Cinema and national identity

CASE STUDIES: Night Mail and an extract from The Ladykillers

STUDENT PRESENTATIONS

READING: Handout: Lovell, Alan and Hillier Jim Studies in Documentary (London, BFI/Secker and Warburg)
Chapter ‘The Documentary Movement: John Grierson’

Class 11 – April 25th

LECTURE:

- UK Cinema: History and Heritage
- Scotland the Braveheart

CASE STUDY: Four Weddings and a funeral

READING: The British Cinema Book: Chapters on Gender

Class 12 – May 2nd

LECTURE:

- Class, Race and Gender in UK Cinema

CASE STUDIES: ‘My Beautiful Launderette’. ‘East’, ‘Bend it like Beckham’

READING: The British Cinema Book: Chapters on Race and Class

N.B. Potential visit to Al Jazeera one Friday morning during the semester. TBC!

COURSE READINGS

Crissell, A, *An Introductory History of British Broadcasting*

Murphy, R, *The British Cinema Book*

Other readings will be given as hand-outs. A general bibliography for the course and a list of essential web URLs will also be provided.