

# **WORLD MEDIA SYSTEMS**

July - August 2017

**Instructor:** Don Lowe

**Office address:** Department of Communication  
237 Grehan Building  
University of Kentucky  
Lexington, KY 40506-0042

**Office phone:** (859) 257-5339

**Home phone:** (859) 608-1866

**E-mail:** dlowe2@uky.edu

## **Instructor biography:**

I am a Senior Lecturer in the Department of Communication at the University of Kentucky, a position I have held for the past ten years. Before coming to UK, I taught communication and media courses at a variety of colleges including, but not limited to, St. Petersburg College in Florida, Pellissippi State Technical Community College in Tennessee, Lexington Community College and Eastern Kentucky University. I am a graduate of Eastern Kentucky and Marshall Universities. My non-teaching experience is vast as well. I have been a newspaper reporter, a radio news director, a television news producer, a video producer and an advertising copy writer as well as a coach for high school forensics, beauty pageant contestants and politicians running for office.

## **Course Description:**

A comparison of the communications media in different countries of the world and the theories used to justify them. How various political and social systems affect the media and how the media affect the societies in which they exist. Specifically, how do British and American media operate differently in pop culture contexts of celebrity, sports and entertainment news and gossip across varying platforms including tabloids and traditional press.

## **Purpose of the Course:**

Although we will be analyzing the mass media from around the world, the focus of our London class will quite naturally be on the European media, particularly the British media and its similarities to and differences from American media particularly in the pop culture or tabloidization of traditional press and the ever increasing popularity of tabloids and tabloid style programs and reporting. Thus we will be taking full advantage of the unique setting for the course -- London. Through field trips, site visits and face-to-face discussions with British journalists and media experts, we will explore the colorful and diverse world of the British news and entertainment industry. As Europe's media capital, London is ideally suited for field visits to major media outlets. You'll see firsthand how British and other European journalists cover the news and entertainment and how American journalists cover Europe for the U.S. media. We discuss the history of the British media, how they are regulated, how they function and who owns them. We'll also compare the media systems in Europe with the U.S. system, including philosophical and ideological alternatives to the U.S. broadcasting model. This course is offered in

conjunction with the Cooperative Center for Study Abroad (CCSA), a higher education consortium providing joint planning, coordination and implementation for programs of study in England, Ireland, Australia, Belize, Jamaica, Singapore, South Africa, Scotland, Barbados and Kenya.

### **Learning Outcomes:**

At the end of this course, students will:

- articulate a basic understanding of world media systems through an historical perspective
- explain globalization of media and understand factors contributing to this phenomenon
- describe privacy in relationship to media such as tabloid newspapers
- distinguish the various governing bodies impacting world media including IPSO, BBC Board of Governors, IFJ, WAPC, and others
- understand the role of Article 12 of the Universal Declaration of Human Rights 1948 as well as Article 8 of the European Convention on Human Rights 1950

### **Method:**

This class is taught in a unique international setting, and much of what you learn will come from our field trips as well as from classroom discussion with guest speakers, the instructors and other members of the class. As noted below, be sure to do your readings in advance so you are prepared for class and can benefit from the expertise of the guest speakers and the instructors. Above all else, get involved and ask lots of questions. Also be sure to read British newspapers daily and to regularly watch British television and listen to British radio.

### **Prerequisites:**

The usual prerequisite is an introduction to communications, journalism or telecommunications class, but these prerequisites are waived for this London class. All you need is an interest in learning more about international media.

### **Texts:**

*The World News Prism: Digital, Social and Interactive* (2016, ninth edition, Blackwell Publishing) by William A. Hachten and James F. Scotton. and

*Global Journalism Ethics* (2010, McGill-Queen's University Press) by Stephen J. A. Ward.  
\*NOTE: We will read only Chapters 4 & 5 in this text and they will be provided by the instructor.

These textbooks are available in paperback at the University of Kentucky Bookstores and via the web at [www.amazon.com](http://www.amazon.com). Non-UK students should be able to get a copy through their own university bookstore or you can call the UK Bookstore at 859-257-6304 to order a copy with a credit card. Please bring the textbooks with you to London because we'll be referring to them frequently in class. Also bring British and other European newspapers and magazines with you to class so we can analyze them. You will also be assigned various articles and news stories to read.

### **Attendance:**

*CCSA has a policy of mandatory attendance.* Thus regular class attendance is vital. Your knowledge of international mass communication will only increase with reading and discussion. Each

assignment builds on the ones before. *It is also mandatory that you participate in all field trips and site visits. Each unexcused absence from a class or a field trip will result in the reduction of one letter grade.*

**Accommodation:** Students with disabilities or special needs should contact the instructor and CCSA office at least a month in advance of departure so that appropriate accommodations (to the extent possible on a study abroad class) can be arranged.

**Academic Honesty/Integrity:** Per course policy, students shall not plagiarize, cheat, or falsify or misuse academic records. Students are expected to adhere to University policy (of their home institutions) on cheating and plagiarism in all courses. For this course, the minimum penalty for a first offense is a zero on the assignment on which the offense occurred. Plagiarism and cheating are serious breaches of academic conduct. A plea of ignorance is not acceptable as a defense against the charge of academic dishonesty. It is important that you review this information as all ideas borrowed from others need to be properly credited.

### **Grading Policy:**

Your final grade is based on the points you receive on a midterm exam, a final exam, your course diary, class participation and the class paper:

1. **Midterm Exam** .....60 points

The exam will consist of both short-essay and longer essay questions that will emphasize knowledge you have gained through class discussion, guest speakers, assigned readings (textbooks and reading list) and site visits. You should particularly be able to compare media systems around the world, but especially those in Europe and the United States, including their history, organization, content, philosophy, ideology and regulation.

2. **Comparison or Program Analysis Paper** .....60 points

You will be asked to write an approximately 8-10 page paper, comparing and analyzing the differences and similarities in format, content and audience of (1) a specific British or other European newspaper and an American newspaper (your choices), or (2) a specific British or other European news or entertainment television program; with emphasis placed on how this medium handles pop culture news and tabloid competition or mainstream media competition should you choose a tabloid. You should read at least three issues of the newspaper or watch at least three broadcasts of the television show. You should ask, as appropriate, the guest speakers for their opinions and ideas about the media you select.

3. **Course Diary** .....20 points

You are to keep a daily, legible diary of what you observe and learn during the course, including information from guest speakers, readings, field trips, etc. This can include what you pick up on your own as well. There is no set length or format. Your grade will be based primarily on what you demonstrate that you have learned. The diary should not be straight lecture notes. Instead, it should be a daily compilation of your observations and musings. On the first day of class, we will explain to you how to keep a diary. This should be a fun and useful exercise for you. Enjoy!

3. **Final Exam** .....60 points

[In-class, closed book test covering the textbook and all assigned readings and discussion]. The exam will consist of both short-essay and longer essay questions that will emphasize knowledge you have gained through class discussion, guest speakers, assigned readings (textbook and reading list) and site visits. You should particularly be able to compare media systems around the world, but especially those in Europe and the United States, including their history, organization, content, philosophy, ideology and regulation.

5. **Extra Points**.....5 points

You can earn a maximum of 5 extra points for participation in class discussion. These points are strictly extra and will be assigned solely at the discretion of the instructors, based upon the quantity and quality of an individual's participation in class discussion. All points must be earned; they are not automatically assigned. Attendance alone will not earn extra points.

**Total possible points in course = 200**

Letter grades will be as follows:

A = 180 or above	= exceptionally high achievement
B = 160-179	= high achievement
C = 140-159	= average achievement
D = 120-139	= minimal passing grade
E = below 120	= unsatisfactory performance (failure)

**Additional Costs:** You will be responsible for entry fees and other costs associated with tours and other site visits. The total costs for these should be no more than \$100.

# ADDITIONAL READINGS LIST

1. Max Alexander, "And Now for Something Completely Different" in *Smithsonian*, April 2004, pp. 82-83  
<http://www.smithsonianmag.com/people-places/and-now-for-something-completely-different-102005497/?no-ist>
2. Charlie Beckett "The Tabloids a particularly British Beast," in *The Guardian* (electronic edition), July 30, 2011. Available online at  
<http://www.theguardian.com/commentisfree/2011/jul/30/tabloids-british-phone-hacking>
3. "Brits vs. Yanks: Who Does Journalism Right?" in *Columbia Journalism Review*, May/June 2004, pp. 44-49.
4. Caryn James, "It's Brash, It's British, It's Not PBS," in *The New York Times* (electronic edition), March 28, 2004. Available online at  
<http://www.nytimes.com/2004/03/28/arts/television/28JAME.html?ex=1085544000&en=d9351c712e72918>

[7&ei=5070&8hpbib](#)

5. Conboy, Martin. (2002) *"The Press in Popular Culture,"* Los Angeles: Sage Publications.  
  
[https://books.google.com/books?id=sDidJKUPcjc&pg=PA61&lpg=PA61&dq=tabloids+as+pop+culture+in+great+britain&source=bl&ots=zY7f4DSRVd&sig=Z0ghD7MXaAcusW3X0KAoIffO2JI&hl=en&sa=X&ei=m5MuVfzPLcPEggS\\_p4T4AQ&ved=0CC4Q6AEwAg#v=onepage&q=tabloids%20as%20pop%20culture%20in%20great%20britain&f=false](https://books.google.com/books?id=sDidJKUPcjc&pg=PA61&lpg=PA61&dq=tabloids+as+pop+culture+in+great+britain&source=bl&ots=zY7f4DSRVd&sig=Z0ghD7MXaAcusW3X0KAoIffO2JI&hl=en&sa=X&ei=m5MuVfzPLcPEggS_p4T4AQ&ved=0CC4Q6AEwAg#v=onepage&q=tabloids%20as%20pop%20culture%20in%20great%20britain&f=false)
6. Richard Conniff, "Battle of the 'Beeb,'" in *Smithsonian*, April 2004, pp.74-80, 83
7. Ryan Link, "Why We Need The Tabloids," in *The New York Times* (electronic edition), July 19, 2011. Available online at  
[http://www.nytimes.com/2011/07/20/opinion/20linkof.html?\\_r=1](http://www.nytimes.com/2011/07/20/opinion/20linkof.html?_r=1)
8. Press Complaints Commission Code of Practice (revised, effective June 1, 2004). Available online at  
<http://www.pcc.org.uk>
9. Lori Robertson, "The British Invasion," in *American Journalism Review*, December 2003/January 2004, pp. 48-55. Available online at <http://www.ajr.org/Article.asp?id=3503>
10. Richard Tait, "Britain's Broadcast Crisis," in *IPI Global Journalist*, First Quarter 2004, pp. 10-11.
11. Kurt Wimmer, "Sweeping Changes in U.K. Media Law Will Affect U.S. and U.K. Publishers," *Communications Lawyer*, Fall 2003, pp. 7-11
12. Daniel C. Hallin Comparing Mass Media in Europe and the United States: The media support democratic norms differently.  
[http://www.americanbar.org/content/dam/aba/publishing/insights\\_law\\_society/mediaarticle\\_Insightsspring05.authcheckdam.pdf](http://www.americanbar.org/content/dam/aba/publishing/insights_law_society/mediaarticle_Insightsspring05.authcheckdam.pdf)
13. Britain and America: British versus American journalism  
[http://britainandamerica.typepad.com/britain\\_and\\_america/2007/06/british\\_versus\\_.html](http://britainandamerica.typepad.com/britain_and_america/2007/06/british_versus_.html)

# World Media Systems London Summer 2017 Daily Schedule

## JULY

Mon 10 (1:30-4:30 p.m.)

Tues 11    Wed 12 (9-Noon)

Thurs 13    Mon 17 (1:30-4:30 p.m.)

Tues 18

Orientation/Get to Know One Another    Ch. 14  
Supplemental Handout Ch. 1 The World News  
Prism 9-18 Power Point

World Media Review 1-29 Prepare for Field Trip #1

DAY OFF

Ch. 12 The World News Prism 196-209 Global  
Journalist Magazine    Power Point    World Media  
Review 30-32

Review and Discussion Discuss Field Trip #1

FIELD TRIP 1

Ch. 5 The World News Prism 61-76 Power  
Point    Globalization    Response Field Trip 1 Due

## FIELD TRIP 2

Wed 19

(9-Noon)

Prepare for Field Trip #2 Ch. 15 The World News Prism 246-258 Power Point Future of Globalization Power Point British vs American Media Response Field Trip 2 Due Review for Mid Term Examination

DAY OFF

Mid Term Examination Prepare for Field Trip #3

DAY OFF

Ch. 4 Global Journalism Ethics 153-183 Discuss Field Trips # 2 & 3

## FIELD TRIP 3

Comparison/Program Analysis Due Ch. 5 Global Journalism Ethics 184-212 Power Point

IPSO Response Field Trip 3 Due

Thurs 20 Mon 24 Tues 25 Wed 26

Thurs 27 Mon 31

(1:30-4:30 p.m.)

(9-Noon)

(1:30-4:30 p.m.)

## August

Tues 1    Wed 2 (9-Noon)

Thurs 3    Fri 4

FIELD TRIP 4

Discuss Field Trip #4    Power  
Point    Tabloids    Response Field Trip 4 Due Review  
for Final Examination Catch Up/Make Up Day

DAY OFF    Final Examination