

ENGLAND IN THE MOVIES: STORYTELLING AND MEDIA-INDUCED TOURISM

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Why study the links between mass media and tourism with Dr. Hinton?

- ✓ “England in the Movies” discovers how mass media content and product increase tourism and prosperity.
- ✓ Movie buffs and producers can follow their bliss as we explore film locations and the hospitality industry.
- ✓ We will take a deep dive into bucket list locations such as Warner Brothers Harry Potter Studios and other movie locations; Shakespeare’s Globe Theatre; the London Movie Museum; the Victoria and Albert Museum; The Prime Meridian; Notting Hill and many Christmas Markets and attractions among others.
- ✓ Plans are being made to attend live shows and possibly movies sets. Contact with both tourism and industry professionals are also being planned.
- ✓ The class is open to all students with all levels for possible credit in public relations, mass communication, creative writing, marketing, hospitality and organizational communication.
- ✓ Both creative and academic exercises are planned with potential for professional publication.

The class is open Public Relations, Marketing, Tourism, Film and Organizational Communication students.

Who is this Dr. Hinton?

Dr. Marcie Hinton: Traveler, Writer, Foodie, Professor

Everything I know I learned from Southern Living Magazine.

That’s not exactly true, but it was there I interned throughout college and where my first job as a public relations, marketing specialist and magazine writer was. I wrote promotional material for the food and travel programs. Southern Living gifted me with a love of travel, food and writing.

I also worked for a book publisher before earning my Ph.D at University of Tennessee where I could turn those loves into lifelong learning and teaching opportunities.

I have taken students to London, Italy, and New York City. I have taught International Public Relations, International Mass Media and travel writing in London, Communication for Communion and travel writing in Italy and The History of Musical Theater in New York City (co-taught those last two). I love to take students abroad! They are usually great travel companions and I get to be a teacher, tour guide and tourist in just about equal parts.

I am originally from Paducah, Kentucky, but I have lived in Birmingham, Alabama; Rome, Georgia; Murfreesboro, Tennessee; Knoxville, Tennessee; and Dubuque, Iowa before coming back to Western Kentucky in 2013.

At Murray State I teach both undergraduate and graduate students in Public Relations and Media.

I borrow my personal motto from Ralph Waldo Emerson: "Live in the sunshine, Swim the sea, Drink the wild air." I also genuinely live by "Eat Well and Travel Often!"

What You Should Expect to Learn from This Class

(II. description and prerequisites and credit hours)

Course Description: (3 credit hours) (W)

Harry Potter increased tourism by 50% in places associated with the films made from the books. When James Bond's movie escapades featured rooftop views of the city of London, it prompted debates about how urban planning had to combine both the old and the new. The film and tourism industries have combined to boost the contemporary British economy. By using the resources of museums like the London Film Museum and Victoria & Albert Museum, film studios like Warner Brothers, and film sites like Kensington Palace, street markets and parks, this course explores media-induced tourism in England through the lenses of mass communication, public relations, business and cultural studies.

(III. Course objectives)

Learning Objectives: This course will challenge students to critically examine how mass media portrayals impact tourism and culture.

They will:

- ✓ Develop critical understanding of creative industries and storytelling and how they are connected to economic and cultural growth.
- ✓ Develop analytical tools for evaluating the impact of media from an international, multi-cultural perspective.
- ✓ Recognize the tourism industry as dynamic in nature as it responds to change, e.g. external factors such as changing consumer needs and expectations and developments in technology and media and "product" placement.
- ✓ Cultivate global awareness by recognizing the positive and negative impacts of tourism and media industries may have on people, environments and economies.
- ✓ Cultivate a general knowledge of audience analysis, theories of mass communication research, social effects and criticism of the media.
- ✓ Write purposefully, strategically and persuasively
- ✓ Tell a story appropriately across media platforms.

Accrediting standards to which we adhere

The learning objectives above were developed according to the Journalism and Mass Communications department's accrediting body: the Accrediting Council for Education in Journalism and Mass Communication (ACEJMC). About one-fourth of all journalism and mass communication programs in the United States are accredited by ACEJMC. Murray State University, where the professor of the class teaches and develops courses, is one of them. As connected to the learning objectives above, this course will help you meet the following student learning outcomes that have been established by ACEJMC:

- ✓ Think critically, creatively and independently.
- ✓ Conduct research and evaluate information by methods appropriate to the communications professions in which you work.

How to demonstrate what you've learned

(v. instructional activities)

Instructional Activities: The class mostly includes going to excursions and reflecting on specific prompt questions which will culminate in multimedia blog posts and a final paper. The professor requires students to be on time and present for all activities. **Students should come to class fully prepared by having read appropriate materials beforehand.**

Laptop usage and behavior: The professor does invite students to use their laptops/ipads/smartphones/recording devices/cameras when appropriate throughout class.

Resources:

1. *Virtual course packets will be provided by the professor via Canvas.*
2. *Access to media*—television, magazines, Internet, social media, radio, movies, newspapers, advertisements, etc. Students should spend thoughtful time with such media “in country.” (watch TV, go to the movies and surf the ‘net for fun and for the class!)
3. *Access to a device that will allow you to produce content for a blog and a way to watch media clips and film your reenactments. In other words, probably a smart phone and computer.*
4. Watch various movies provided in Canvas by mid-December.
5. Group Me App, Facebook, Google Drive
6. Additional readings provided electronically.

Graded work:

Pre-departure work Movie Responses and Mapping Project (Due December 20)	10%
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Attendance and participation in class meetings, lectures, field trips and FACEBOOK Microblogs during the term	15%
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UB the tour guide and Mapping Project	10%
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2 assigned blogs	20%
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TikTok Takeover	10%
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Final Paper (Destination Storytelling for Promotion) (Due February 1)	30%
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Online review on study abroad or consumer website (due January 20)	5%
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Grading Scale:

A = 92-100 points

B = 81-91.9

C = 70-80.9
D = 61-69.9
E = 60.9 and below

Definitions of Grades:

While grades mean different things to different people, here is how I identify the meaning of a letter grade. (Notice that a “C” does not mean failing; a “C” is average and meets expectations.)

- A. Work of **distinctly superior** quality and quantity accompanied by **unusual** evidence of achievement.
- B. Work of good quality and quantity accompanied by evidence of achievement **beyond** the essentials of a course.
- C. **Work demonstrating fulfillment of the essentials of a course.**
- D. Passing work, but below the standards of graduation quality.
- F. Failure, necessitating repetition of the course to obtain credit.

Attendance Policy: Attendance and punctuality are required. You are expected to discuss, think, critique and reflect during the excursions, therefore being hungover or inebriated is a terrible idea (and could result in being left behind).

UB the tour guide: Several movies have been filmed in Hyde Park. In the Google classroom, you will find the “UB the tour guide” assignment sheet. You will have the responsibility to watch the movie, take us to a relevant site location, to tell us about the movie, how it showcases the park, why the park was or was not essential to telling of the story, among other guided discussion as seen in the assignment sheet. Part of this assignment is due as part of an online project with you and your classmates to “google map” our “day in the park.” In other words, I will be the student and you will be the teachers. You are in charge of how we get there, get around and what we learn—with the help of the outline in the assignment sheet, of course!

The Blogs: Students will write travel journalism pieces for the blog “Postcards from the Brink” regarding movie-inspired tourism in London. The blogs will be complete with pictures and live links promoting particular destinations as they relate to the students favorite movie moments. The students will workshop each piece with the professor to create a digitally published piece for the professional blog “Postcards from the Brink.”

Prior to our departure, you are to familiarize yourself with England-related media. Specifically, you will look at movies, travel trade statistics and facts in the assigned readings.

TikTok Pieces for “Postcards from the Brink” social media.

The Paper: “From Hogwarts to James Bonds’ MI6, How are movies and storytelling be used effectively as part of marketing local experiences to travelers seeking unique and memorable encounters in London?”

Students will write a 6-8 page paper exploring the relationship between media storytelling and tourism. The course packet contains detailed instructions about structure and questions to explore the topic.

Review: You will write a review of a London attraction after you have returned from London, via an online website or app such as:

- TripAdvisor
- Yelp

Pre-departure work: There will be some virtual reading assignments, a vocabulary/definition list and some prompt questions provided before our “in country” assignments start December 28. Please do the following:

1. Join the CCSA facebook group: London Winter 2022-2023
2. Join our class facebook group: ENGLAND AT THE MOVIES: London Winter 22-23
3. Join our GroupMe group (see facebook newsfeed for details.)
4. Text to Me a recent photo of you with your name to 615-481-8002
5. Read the materials regarding the tourism and movie industries and multimedia storytelling (will be available by the first of December).
7. Watch JAMES BOND: SKYFALL or SPECTRE
8. Watch any Jane Austen Movie
9. Watch Victoria series or The Young Victoria movie
10. Watch Notting Hill or Love Actually
11. Watch some of the Harry Potter movies
13. CONSIDER some areas of emphasis from the list above in the explanation of "THE PAPER" (can also be found in Canvas.)
14. Read the CCSA participant handbook.
15. You will be invited to Canvas. In that doc we will be creating a "database" of movie locations in London

#RacersAbroad #studyabroad, #racers #travel #studentsabroad #MurrayStateUniversity #London MSUAbroad #CCSA

Extra Money: Not all expenses for class activities will be covered by the CCSA program fee. Some places we visit may charge admission; some do not but may ask for a donation. You may need to purchase newspapers/magazines and movie tickets, and it is possible that we will need to have a plan B if something "isn't as it appears on the internet." It is recommended that you set aside at least \$100 for such incidental costs associated with participation in the class, which may or may not be needed.

Students with Disabilities: Students with disabilities or special needs must contact the instructor and the CCSA office at least a month in advance of the program's beginning so that accommodations can be made, to the extent possible in a study abroad setting. Students seeking such accommodation must provide CCSA with a copy of the letter on files with their own Office of Disability Services, outlining what services they receive on their home campus.

Academic Honesty Policy: Academic dishonesty will not be tolerated. Plagiarism and other forms of academic dishonesty on an assignment in this class will result in a failing grade on the assignment and may result in a failing grade for the class. Incidences of academic dishonesty will be reported to the student's home school. For the official Murray State policy, see "Academic Honesty" in the latest *Murray State University Undergraduate Bulletin*. Students from other schools should check their home bulletin for their policies on academic honesty.

Plagiarism: Plagiarism is unacceptable at any time, whether intentional or unintentional. According to the Merriam-Webster Online Dictionary, to "plagiarize" means:

- to steal and pass off (the ideas or words of another) as one's own
- to use (another's production) without crediting the source
- to commit literary theft
- to present as new and original an idea or product derived from an existing source.

All of the following are considered plagiarism, according to plagiarism.org (quoted exactly and is a good source if ever you are confused):

- turning in someone else's work as your own
- copying words or ideas from someone else without giving credit
- failing to put a quotation in quotation marks
- giving incorrect information about the source of a quotation
- changing words but copying the sentence structure of a source without giving credit
- copying so many words or ideas from a source that it makes up the majority of your work, whether

you give credit or not

What is Plagiarism? (n.d.) Retrieved January 20, 2011, from
http://www.plagiarism.org/learning_center/what_is_plagiarism.html

Schedule (JW: NOT EVEN CLOSE TO WHAT WILL HAPPEN)

Professor reserves the right to change the schedule (or the syllabus as a whole) on a whim! Schedule is still quite tentative, depending on bookings and money; not all readings and prompts are quite prepared, but will show up in Google Classroom.

<i>Date</i>	<i>Class Topics & Activities</i>	<i>Assignments Due</i>
Dec 10 Pre-departure	Take care of connecting with professor and classmates; Assignments can be found in Google Classroom. Read the material provided, so you won't be playing catch-up in London	Text a Photo to Dr. Hinton. Join GroupMe group Join Class facebook group
Dec 20 Pre-departure	UB Tour Guide Mark and edit Google Map as a group	instructions in Canvas.
WATCH MOVIES	Even if it is on the plane to London! See the Assignments section of the syllabus or Canvas.	

Dec 27: arrival day Tuesday	Tube Navigation and Riding Lesson (not mandatory, but if you are around and want to); 4 or 5 p.m. orientation 5:30 or 6:30 dinner at the hotel. We can continue our tube navigation and walking tour if we need to STAY AWAKE UNTIL at least 8:30 DON'T TAKE A NAP; GO TO BED AFTER 8:30	Planned via facebook and GroupMe and dependent on your arrival times.
Dec 28 Wednesday	8:45 Board our specific City Bus Tour COACH # You will have lunch on your own Dr. Hinton has faculty orientation at 2 5:00 p.m. BOROUGH MARKET AND LEADENHALL MARKET (Bridget Jones)	Read and Reflect on "London as Character" article provided in Canvas
Dec 29 Thursday	UB the TOUR GUIDE in HYDE PARK Pre-departure work Meet in the classroom at 9:00 to plan and talk about journals. Walk to Hyde Park at 10—Guide and movie—pre-departure assignment UB TOUR GUIDE (there will be a rainy day Plan B SWAP with another activity if necessary)	1. You must have your "UB Tour Guide" pre-departure assignments prepped and ready. 2. You must have your pre-departure work finished and ready to turn in and discuss. 3. We will work on our google Map.
Dec 30 Friday	Canterbury Cathedral/Leeds Castle Board bus at 8:15 a.m. outside hotel	Readings and Facebook post
Dec 31 Saturday	James Bond Walking Tour	Readings and FACEBOOK post
Jan 1 Sunday	Bank Holiday. We have no official class meeting. It is suggested that perhaps you seek your movie location and record your scene reenactment or recitation with your partner. Your one day off! (I don't suggest you wander too far from London. Train and Bus schedules will be limited, so if you do go outside London, check the HOLIDAY train schedules)	
Jan 2 Monday	LONDON FILM MUSEUM (CLOSED?) Recreate Sky Fall over view of London via St. Paul's	Readings and FACEBOOK post BLOG 1 DUE

Jan 3 Tuesday	Warner Brothers Studio Tour: J.K. Rowling, Harry Potter and storytelling (all day)*	Readings and FACEBOOK post
Jan 4 Wednesday	Victoria and Albert Museum	Readings and FACEBOOK post
Jan 5 Thursday	Meet with Travel Professional	Readings and FACEBOOK post
Jan 6 Friday	The Globe Tate Modern	Readings and FACEBOOK post BLOG 2 DUE
Jan 7 Saturday	Meet with Julia at JAC travel. then to dinner at Black Friars as a group @ 6 p.m.	Readings and FACEBOOK post
Jan 8 Sunday	Meet in the lobby with your packed luggage and passport at a your designated time in order to board the bus to the airport.	
January 20 February 20	Online review due (yelp, trip advisor, etc.) FINAL PAPER DUE	Proof of submission

* “mind your shoes” heavy walking days, therefore make sure you have comfortable walking shoes.