This course introduces students to the basic structures and practices of media in Europe and their relationship to everyday social life. It pays special attention to the common models and idioms of media in Europe, with an emphasis on national and regional variations. Specific case studies highlight current trends in the production, distribution, consumption, and regulation of media. Topics may include: national or regional idioms in a range of media genres, from entertainment, to advertising and publicity, to news and information; legal norms regarding content and freedom of expression; pirate and independent media; and innovations and emerging practices in digital media. Conducted in English.

OBJECTIVES
- Summarize the rise of modern media in Europe and the history of state-sponsored broadcasting
- Outline structural differences between U.S. and European media systems
- Outline and assess the role and objectives of the European Union in media regulation
- Outline regional differences in Scandinavian, British, French, German and Mediterranean media
- Describe and assess the influence of non-European, transnational and global media outlets
- Summarize and analyze specific case studies in social and political uses of media

MATERIALS
- Supplementary articles in course pack (note most but not all available through NYU library online)

EVALUATION
Grading scale 100-90% A, 89-80% B, 79-70% C, 69-60% D, 59-0% F
All assignments must be printed and may not be submitted by email.
Any late assignment must be signed and dated and loses 5% of total grade for each day.

Dedication 15%
Lateness and unexcused absences deduct from this portion of the grade. Please read all assigned materials and participate in class discussion and activities. Contribute to an atmosphere of respect, meaning no laptops, texting or eating. The online components of the class are also considered mandatory participation.

You will also be asked to bring in media samples related to the class topic. Samples include advertisements, newspaper and magazine articles, music or online material such as articles or YouTubes (online links must be posted to Twitter).

Reading response & discussion leadership 10%
For one class session, you will read the assignments and help lead class discussion. You must compose a printed reading response in advance, submitted to me by email before class. You may print copies for the class and they will be posted as shared noted on the blog after class.

MAR 9 / Research topic & bibliography 10%
Minimum 15 sources/2 pages of relevant materials in MLA format

MAR 16 / Mid term 15%
Short answer and essays concerning the reading

APR 13 / Research paper 20%
A research project of 7-9 pages on global media issues in France and/or Europe

MAY 4 / Research presentation 10%
A 20 minute summary of your research findings with visuals, summary emailed to me for blog.

MAY 11 / Final 20%
Final cumulative essay, open note
GLOBAL MEDIA SEMINAR: FRANCE AND EUROPE

SCHEDULE
Readings appear in order of discussion.
*Asterisk items are suggested as time allows.

FEB 2: INTRODUCTION
Questions to consider:
1. What is media?
2. What are some common American perceptions of European media?
3. Who are some of the founders of media theory?

FEB 9: EUROPEAN MEDIA LANDSCAPE
Questions to consider:
1. What are the primary regions for the EU?
2. What are the key issues with an “enlarged Europe”?
3. Name some specific European media formats.
4. How can European media be studied?

FEB 16: DEREGULATION & SOUTHERN EUROPE
Reading discussion:
HALLIN & MANCINI: 5. The Mediterranean or the Polarized Pluralist Model, pp. 89-142.
Questions to consider:
1. Explain the process of European deregulation.
2. What is the current role of the EU in media regulation?
3. What are the countries and characteristics of Mediterranean media?
4. What is meant by “polarized pluralist”?
5. Describe some differences between French and US press.
6. What is meant by press freedom?
Case Study: The French Conseil Supérieur de l'Audiovisuel (www.csa.fr)

FEB 23: NORTHERN EUROPE & MEDIA RESEARCH
Reading discussion:
And 7. The North Atlantic Liberal Model, pp. 198-248
Questions to consider:
1. What are the countries of North Central and North Atlantic Europe?
2. What is meant by “Democratic Corporatist” and “Liberal”?
3. Describe the differences between the South and the North.
4. What are the guidelines for topic selection in researching European media?
5. What is the difference between primary and secondary research?
Case Study: The BBC and it’s global agenda
GLOBAL MEDIA SEMINAR: FRANCE AND EUROPE

MAR 2: POLITICS, SCANDAL & MISINFORMATION
Assignments due: Initial topic idea due, please have it on paper to turn in
Reading discussion:

Questions to consider:
1. Summarize the three political models of media.
2. What is the difference between political media and the politics of media?
3. What is the difference between majoritarian and consensus rule of media?
4. What is the famous phrase by Charles de Gaulle about the press?
5. What is law of privacy in French politics and media?
Case Study: Sarkozy and the media

MAR 9: ECONOMICS & ADVERTISING
Assignments due: Final topic & bibliography
Reading discussion:
PAPATHANASSOPOULOS: 4. The Funding of Television in the Age of Digitalization, pp. 87-104.
ONLINE: Guy Debord, The Society of the Spectacle, Sections 1 & 2 only http://www.bopsecrets.org/SI/debord/

Questions to consider:
1. Explain 3 different methods of media funding.
2. What do the funders of media gain?
3. What are the economic advantages of digital television?
4. How does European advertising differ from the US?
5. How is the Society of the Spectacle both outdated and still relevant?
Case Study: The RAI & Dalla Al Baraka connection

MAR 16: MIDTERM EXAM

MAR 23: THE CULTURE INDUSTRY & SUBCULTURAL REPRESENTATION
Reading discussion:
Choice of one of the following:

Questions to consider:
1. What is the culture industry?
2. What is cultural and media imperialism?
3. Why was Dallas loved by Europe and Russia?
4. Name a subculture in France and explain its media representation.
5. How do faith subcultures transcend national media regulations?
Case study: Counterfeit Euro-American Film
http://www.cracked.com/article_16704_9-foreign-rip-offs-cooler-than-hollywood- originals.html
MAR 30: EUROPEAN ENTERTAINMENT MEDIA
Reading discussion:
PAPATHANASSOPOULOS: 7. From the General and National to the Particular and Local, pp. 149-163 and 9. More
Sports Channels, pp. 188-213.
Questions to consider:
1. Describe the development of European entertainment television.
2. How does the European entertainment system differ from Hollywood?
3. How have broadcast sporting events changed?
4. Give examples of place branding.
5. Give examples of how European sports media and tourism media combine.

APR 6: EUROPEAN ENTERTAINMENT MEDIA 2
ARTICLE: McRobbie, Angela. (2000). In the UK: Fashion as a Culture Industry. Stella Bruzzi and
*ARTICLE: Frau-Meigs, Divina (2006). Big Brother and Reality TV in Europe: Towards a Theory of
Questions to consider:
1. What is music television like in Europe?
2. How was the 12” an important German media?
3. Describe the dominate media entities for both European music and fashion.
4. Describe some characteristics of European reality television.

APR 13: GLOBAL & NEW MEDIA / PAPER DUE
Reading discussion:
PAPATHANASSOPOULOS: Conclusion, pp. 244-250.
*ARTICLE: Badiou, Alain and David Fernbach (2008). Only One World. The Meaning of Sarkozy,
Questions to consider:
1. Describe the process of European homogenization versus globalization.
2. What is global media? Give some examples.
3. What is the difference between the global and the universal?
4. Give several examples of European new media.
5. What are the positives and negatives of digital media?
6. Describe the relationship between online voting interfaces and election policies.
Case Study: “Global” commercials and ad campaigns, see http://www.youtube.com/watch?v=Z0Nwrfu1w5E

APR 20 & 27: SPRING BREAK

MAY 4: RESEARCH PRESENTATIONS / FINAL REVIEW

MAY 11: FINAL / RESEARCH PROJECTS RETURNED
READING QUESTIONS
1. What is the context? Look at the text to see when and where the text was published.
2. Who is the author? Look up the author online.
3. What is the approach? Reading the introduction or first paragraph should inform you of the author’s intentions. Is the article trying to be historical or theoretical? Is it trying to present facts and research?
4. What is the terminology? In order to accomplish the objectives for this course you will need to understand related terminology. Marking terms for class discussion is helpful.
5. What is the point of view? Reading the conclusion or last paragraph will suggest the author’s position.
6. How can it be applied? Can you find evidence of the ideas in the real world?

RESEARCH GUIDE
1. The topic should address a specific aspect of European media
2. You are the author, consider existing interests and resources
   Narrow your research by your existing interests (historic era, particular designer, etc). You are in Paris so also consider something here you can access firsthand.
3. Plan the approach and a specific angle for a point of view
   You need an angle on the topic. A basic book report style paper is not permitted. We will discuss how to narrow the topic through place and date.
4. Use of relevant terminology
   Use the terms we learn in class in your research analysis
5. Informed point of view
   By the time you complete your research, you should have an informed point of view on the topic that you can easily express in your presentation.
6. Format
   Double spaced, maximum 12 point font (Arial, Helvetica, Times New Roman etc) 7-9 pages. The bibliography and footnotes must be consistent with MLA style. You must have 15 sources minimum to start and use a minimum of 5 in direct reference in your paper.

Further suggested reading for your research project:


Campbell, Scott (2007). A cross-cultural comparison of perceptions and uses of mobile telephony New Media & Society, April vol. 9 (343 – 363)


Chalaby, Jean. (2005). Deconstructing the transnational: a typology of cross-border television channels in Europe. New Media & Society, Apr vol. 7 (155 – 175)

Dauncey, Hugh (1997) A Cultural Battle: French Minitel, the Internet and the Superhighway. Convergence vol. 3 (72 – 89)


Glevarec, Hervé (2005). “Youth radio as ‘social object’: the social meaning of ‘free radio’ shows for young people in France.” *Media, Culture & Society.* May; vol. 27 (333 – 351)


