

NYU ACCRA

JOUR-UA 9503,

Journalism and Society: Cultural Context & African Media

Instructor Information

- Timothy Quashigah
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Course Information

This course examines the intersections and complexities between journalism, society and culture within the Ghanaian and African context. In order to account for the broad spectrum of issues regarding how the media and society intersect, this course addresses concepts and theories which help students understand the way the media functions and its effects or influence on society and vice versa.

Facilitation: The pedagogy includes presentations, discussions, group activities and field trips to media establishments and other places of interest.

- Thursdays: 1:10 pm - 4:10 pm
- NYU Accra Academic Centre, Room 1

Course Overview and Goals

Upon Completion of this Course, students will be able to:

At the end of the semester students will:

- Be familiar with the historical, cultural and social underpinnings of the media industry in Ghana and Africa;
- Be able to critically examine, appreciate and analyze media products within an African and global context;

- Be able to understand media production, reception and the multiple forms of mass communication from an Afrocentric perspective; and
- Appreciate evolving forms of communication and emerging journalistic practices, their effects or influence within the African setting

Course Requirements

Class Participation

Class participation, Field Trips and presentations (25%)

Class Anthology

Class anthology that tracks, covers and reports on major socio-political issues within Ghana or Africa (10%).

Critical Reflection Papers

Critical reflection papers (10%)

Book Review

A short book review on the African media (15%)

Final Exam

Term Paper (40% of grades)

Your final examination will be a term paper on an emerging issue/current issue of socio-cultural significance of your choice. Your paper must be predicated on at least a month's worth of reading, watching or listening to how various news media are covering the issue in one selected Western country and in Ghana. Your analysis must draw concrete examples from the media you have analyzed to underpin the points you make and reflect the readings on the subject. Your paper should be properly referenced with citations of literature and sources of information properly attributed.

Grading of Assignments

The grade for this course will be determined according to the following formula:

	% of Final Grade	Due
Class presentation	10%	
Course essay	30%	March 7

	% of Final Grade	Due
Research report	30%	May 9
Final Exam	30%	May 16

Failure to submit or fulfill any required course component results in failure of the class

Letter Grades

Letter grades for the entire course will be assigned as follows:

Letter Grade	Points	Percent
A	4.00	94%-100%
A-	3.67	90% – 93%
B+	3.33	87% - 89%
B	3.00	84% - 86%
B-	2.67	80% - 83%
C+	2.33	77% - 79%
C	2.00	74% - 76%
C-	1.67	70% - 73%
D	1.00	65% - 69%
F	.00	65 or lower

View Grades

All assignments will be graded and handed over in class. However, midterm grades and final grades will be uploaded onto NYU Albert.

Course Schedule

Topics and Assignments

Week/Date	Topic	Reading	Assignment Due
[Week 1, Feb 7, 2019]	Introduction to the historical foundations of journalism in Africa: what is journalism, indigenous communication and the post-colonial press?	<ul style="list-style-type: none"> Barton, Frank. 1979. <i>The Press of Africa: Persecution and Perseverance</i>. London: Macmillan Press Limited. (Chapters 3 & 4). Towards an African Journalism Model: A Critical Historical Perspective - Ibrahim Seaga Shaw from: http://eprints.uwe.ac.uk/13131 Friedrich-Ebert-Stiftung. 1988. <i>Concepts of Journalism North and South</i>. Bon: Media and Communication Department (FES). (Chapter 1). 	A journalistic piece of no more than two pages on any activity that reflects social and cultural values as observed over the week to be submitted at the end of the class in week 2.
[Week 2, Feb 14, 2019]	The nature of African society and mass media considered: culture, values and Africanness/Society	<ul style="list-style-type: none"> Mass Media and Challenges of Africa's Development: An analysis of Press Freedom and Access to Information in Africa – Ifeanyi, F. Didiugwu & Vincent Onyeaghanachi Odoh. <i>Journal of Law, Policy and Globalisation</i>, Volume 32, 2014 (online). (Pages 1-9). Gyekye, Kwame. 2003. <i>African Cultural Values: An Introduction</i>. Accra: Sankofa Publishing Company. (Chapter 12) 	<ul style="list-style-type: none"> Assignment for the week: A journalistic piece of no more than two pages on any story in the news that draws a relationship between Ghana and any country of your choice to be submitted in class.
[Week 3, Feb 21, 2019]	Contemporary Mass media in Africa [today]: A broad	<ul style="list-style-type: none"> Chris Paterson (2013) <i>Journalism and social media</i> 	Assignment for the week: A critical reflection paper on

Week/Date	Topic	Reading	Assignment Due
	discussion on the nature and scope of mass communication in the modern era.	<p>in the African context, <i>Ecquid Novi: African Journalism Studies</i>, 34:1</p> <ul style="list-style-type: none"> • The Right to Tell: The Role of Mass Media in Economic Development. 2002. World Bank Institute. (Chapters 1, 17). 	the topic, based on the readings.
[Week 4, Feb 28, 2019]	Mass media and democracy in Africa and Ghana. We will discuss the changing political context of media practice.	<ul style="list-style-type: none"> • Media and Power: How can the media hold governments in developing countries, international financial institutions and donors to account? - Mark Wilson, Panos & Orlando Bama (in) Charlie Beckett and Laura Kyrke-Smith. pp. 21-28 • Media and Democracy in Africa: Mutual Political Bed fellows or Implacable Arch-foes – Jimmy Ocitti (1999) • The Mass Media and the struggle for democracy in Africa: The Nigerian Experience – Christopher Ochanja Ngara & Edward Ndem Esebone. <i>Nordic Journal of African Studies</i> 21(4): 183-198 (2012). 	<p>Assignment for the week: Review of Ace Anan Ankomah's <i>Is There Not A Cause To Rant?</i> or Gen. Daniel Kwadjo Frimpong's <i>Kofi Chokosi Speaks: From Archaeology to Zoology</i>. Students may visit the author for an interaction.</p>
[Week 5, Mar 7, 2019]	<p>News production and practices in Ghana: A visit to selected newsrooms in Ghana.</p> <p>This will help put in context our next discussion on news room and media culture.</p>		A critical review paper on experiences gathered from the visit to be submitted in class the following week
[Week 6, Mar 14, 2019]	Media culture and public interest – this includes discussions on what values determine selection of news and programming; also a revisiting of issues involving	Takis Fotopoulos - <i>DEMOCRACY & NATURE: The International Journal of INCLUSIVE DEMOCRACY</i> vol.5, no.1 (March 1999)	A critical reflection paper on media culture and public interest, drawn from the major reading

Week/Date	Topic	Reading	Assignment Due
	public interests, community interests etc.		
[Week 7, Mar 14, 2019]	Political Economy of News & Media Ownership: This examines how economic and business considerations affect the operations of media and determine media content.	Street, John. 2001. <i>Mass Media, Politics and Democracy</i> . New York: Palgrave. (Selected chapters – 5,6,8,11).	A comparative critical review paper on experiences gathered from the visits to <i>Radio Ada</i> and a Commercial Radio Station in Accra to be submitted in class the following week.
[Week 8, Mar 28, 2019]	Public Service/State Broadcasting: We will discuss the emergence, role and dynamics of state broadcasting in Ghana.	<ul style="list-style-type: none"> • Ansah, P.A.V. 1995. <i>Golden Jubilee Lectures</i>. Accra: GBC. • Karikari, K. (Ed). 1994. <i>Independent Broadcasting in Ghana</i>. Accra: Ghana Universities Press. 	Presentations by each member of the class or assigned groups.
[Week 9, Apr 4, 2019]	The other tiers of broadcasting: commercial/private broadcasting and community broadcasting.	<ul style="list-style-type: none"> • Karikari, K. (Ed). 1994. <i>Independent Broadcasting in Ghana</i>. Accra: Ghana Universities Press. • Ansah, P.A.V. 1995. <i>Golden Jubilee Lectures</i>. Accra: GBC. 	A critical review paper on the synergy between and among commercial/private and community broadcasting to be submitted in class.
[Week 10, Apr 11, 2019]	Contemporary, New Media, Digitization and the effect of globalization. We discuss growing trends in the context of flow of global media products – Kwami Ahiabenu, PenPlusbyte. (Guest Lecturer)	<ul style="list-style-type: none"> • Alexander, A. & Hanson, J. 2009. <i>Taking Sides: Clashing Views in Mass Media and Society</i> (10th edition). Boston: McGraw-Hill. (Unit 1, Unit 6). • David Croteau & William Hoynes. 2000. <i>Media Society</i>: 	A journalistic piece on the discussions held regarding the topic in relation to a contemporary news item in Ghana or elsewhere.

Week/Date	Topic	Reading	Assignment Due
		Industries, Images and Audiences. Pine Forge Press. (Chapters 1 & 8).	
[Week 11, Apr 18, 2019]	Pop-Culture, Folklore, Drama and Music as forms of mass communication and representations in society	Alexander, A. & Hanson, J. 2009. Taking Sides: Clashing Views in Mass Media and Society (10 th edition). Boston: McGraw-Hill. (Unit 5, Unit 4 & Unit 6)	A critical reflection paper on how pop-culture, folklore, drama, music can be used as a veritable force of mass communication (to be submitted in class.)
[Week 12, Apr 25, 2019]	Media Literacy and Analysis: an examination/critique/analysis of variants of media products.	<ul style="list-style-type: none"> • Analysis of “Critical” Approach in Media Literacy – Kuniomi Shibata. Keio Communication Review No. 2, 202. From http://mediacom.keio.ac.jp (online) • Karikari, K. (Ed). 1994. Independent Broadcasting in Ghana. Accra: Ghana Universities Press. (Pages 57-68 & 97-106) 	Write a feature on the relevance of media literacy to the journalist (to be submitted in class).
[Week 13, May 2, 2019]	Media Effect, theories and concepts Ethics and Constitutional Foundations of Journalism Practice in Ghana/Africa – Dr. Etse Sikanku (Guest Lecturer).	<ul style="list-style-type: none"> • The Evolution of Media Effects Theory: A six stage model of cumulative research. W. Russel Newman & Lauren Guggenheim. – Communication Theory 21 (2011) 169-196. International Communication Association. (Online). 	Students will be required to raise at least five (5) key questions that should underlie media effects theories and concepts for discussion in class.

Week/Date	Topic	Reading	Assignment Due
		<ul style="list-style-type: none"> Media effects Theory and Research. Annual review of psychology, 67. Valenburg., P. M., Peter, J & Walther, J.B. (2016). 	
[Week 14, May 9, 2019]	Journalism, Society and the Future: Freedom of expression, Social Change and Audience Reception	<ul style="list-style-type: none"> Gadzekpo, A Karikari, K. & Yankah, K. (eds.) <i>Going to Town: The Writings of P.A.V. Ansah</i> (Ghana Universities Press, 1996). Karikari, K. & Kumado, K. (eds.). 2000. The Law and the Media in Ghana. School of Communication Studies, University of Ghana. (Chapters 2, 4 & 8) 	Present an analysis of freedom of the press in Ghana in comparison with freedom of the press in another country in a critical review paper.
[Week 15, May 16, 2019]	Last day of classes		
May 20 - May 23 2019	Final Exams		Term Paper

<Add Alt Text to Table: Right click on the above table, select 'Table properties', and then select the Alt text tab. Enter text in the description window to describe the intended meaning of the table. Create a simple structure for your table so that it can be easily read. Avoid blank rows, columns, & merged cells.>

Tests and Quizzes

- [Insert test name and date]

Course Materials

Required Textbooks & Materials

- Ace Anan Ankomah, 2017. *Is There Not A Cause To Rant?* Accra: DAKpabli & Associates.
- Gyekye, Kwame. 2003. *African Cultural Values: An Introduction*. Accra: Sankofa Publishing Company.
- Karikari, K. & Kumado, K. (eds.). 2000. *The Law and the Media in Ghana*. School of Communication Studies, University of Ghana.
- Gadzekpo, A Karikari, K. & Yankah, K. (eds.) *Going to Town: The Writings of P.A.V. Ansah* (Ghana Universities Press, 1996).
- Street, John. 2001. *Mass Media, Politics and Democracy*. New York: Palgrave.
- Alexander, A. & Hanson, J. 2009. *Taking Sides: Clashing Views in Mass Media and Society* (10th edition). Boston: McGraw-Hill.
- Barton, Frank. 1979. *The Press of Africa: Persecution and Perseverance*. London: Macmillan Press Limited.
- Takis Fotopoulos - *DEMOCRACY & NATURE: The International Journal of INCLUSIVE DEMOCRACY* vol.5, no.1 (March 1999)
- Chris Paterson (2013) *Journalism and social media in the African context*, Ecquid Novi: African Journalism Studies
- *Media and Power: How can the media hold governments in developing countries, international financial institutions and donors to account?* - Mark Wilson, Panos & Orlando Bama (in) Charlie Beckett and Laura Kyrke-Smith
- Nana Yaa Ofori-Atta, *Affect leads to effect*. *Daily Graphic*, Wednesday January 10, 2018. p 10.
- Gen. Daniel Kwadjo Frimpong, *Kofi Chokosi Speaks: From Archaeology to Zoology*.

Optional Textbooks & Materials

(Not required to purchase; available in NYU London Library)

- *The Right to Tell: The Role of Mass Media in Economic Development*. 2002. World Bank Institute.
- David Croteau & William Hoynes. 2000. *Media Society: Industries, Images and Audiences*. Pine Forge Press.
- Ansah, P.A.V. 1995. *Golden Jubilee Lectures*. Accra: GBC.
- Karikari, K. (Ed). 1994. *Independent Broadcasting in Ghana*. Accra: Ghana Universities Press.

Resources

- **Access your course materials:** [NYU Classes](https://nyu.edu/its/classes) (nyu.edu/its/classes)

- **Databases, journal articles, and more:** [Bobst Library](http://library.nyu.edu) (library.nyu.edu)
- **Assistance with strengthening your writing:** [NYU Writing Center](http://nyu.mywconline.com) (nyu.mywconline.com)
- **Obtain 24/7 technology assistance:** [IT Help Desk](http://nyu.edu/it/servicedesk) (nyu.edu/it/servicedesk)

Course Policies

Attendance and Tardiness

Study abroad at a Global Academic Centre is an academically intensive and immersive experience, in which students from a wide range of backgrounds exchange ideas in discussion based seminars. Learning in such an environment depends on the active participation of all students. And since the class will meet once a week, a single absence can cause a student to miss a significant portion of the course. To ensure the integrity of this academic experience, class attendance at the center is mandatory, and unexcused absences will affect students' semester grades. Students are responsible for making up any work missed due to absence. Repeated absences will result in harsher penalties, including failure. Absences are only excused if they are due to illness, religious observance or family emergencies.

Students observing a religious holiday during regularly scheduled class time are entitled to miss class without any penalty to their grade. This is for the holiday only and does not include the days of travel that may come before and or after the holiday. Students must notify the professor and the Assistant Director of Academics in writing via email one week in advance before being absent for this purpose. Accommodations would be made to allow students who have been absent for religious reasons to make up any missed work.

Requests to be excused from a class on medical grounds should go to the Student Life Coordinator. All non-medical requests must go to the Site Director and should be made in person (not by email) BEFORE the day of class.

Classroom Etiquette

We need to be respectful of each other in order to create a classroom environment that encourages the full participation of each student. Both verbal and non-verbal forms of communication that are disrespectful will not be tolerated. **Cell phones are not to be used for social media or texting purposes during class sessions.** Laptops are only to be used for word-processing purposes.

You may be allowed to nibble savories and not whole meals in deference to others.

Late Assignment

Late submission of work will be penalized by mark deductions

Incomplete Grade Policy

[Insert Policy Here]

Academic Honesty/Plagiarism

Students must adhere to [NYU's academic integrity policy](#) while studying away at a global site. As that policy states: *“At NYU, a commitment to excellence, fairness, honesty, and respect within and outside the classroom is essential to maintaining the integrity of our community. By accepting membership in this community, students take responsibility for demonstrating these values in their own conduct and for recognizing and supporting these values in others.”*

NYU defines plagiarism as “presenting others’ work without adequate acknowledgement of its source, as though it were one’s own.” Before submitting assignments, students are expected to reference all sources that you have consulted in preparing them, and to include a full bibliography for every assignment where you make use of outside sources.

Plagiarism, the use of another writer’s words without due acknowledgement, is a serious academic offence for which you will be penalized. The following acts constitute plagiarism:

- Using a phrase, sentence or passage from another person’s work without quotation marks and attribution of the source.
- Paraphrasing words or ideas from another’s work without attribution.
- Reporting as your own research or knowledge any data or facts gathered or reported by another (including another student).
- Submitting in your own name papers or reports completed by another.

Submitting your own original work (be it oral presentations or written work) toward requirements in more than one class without my prior permission. If there is an overlap of the subject of an assignment with one that the student has produced for another course (either in the current or previous semesters.), s/he is obliged to inform me.

Disability Disclosure Statement

Academic accommodations are available for students with disabilities. Please contact the Moses Center for Students with Disabilities (212-998-4980 or mosescsd@nyu.edu) for further information. Students who are requesting academic accommodations are advised to reach out to the Moses Center as early as possible in the semester for assistance.

Your Instructor

Timothy Quashigah is a senior lecturer at the Ghana Institute of Journalism, teaching Journalism, Feature Writing, Radio & Television News Presentation and Advanced Reporting. He has had considerable exposure in broadcasting and was the Head of Training at the GBC. He has written extensively on social issues of interest. His current publications include book

reviews on Investigative Reporting: A study in Technique (Journal of Communications, Media and Society, volume 13, Number 1, October, 2016.), Investigative Journalism: Proven Strategies for Reporting the Story (Ghana Social Science Journal, volume 13, Number 1, June, 2016.), African Cultural Values: An Introduction (Ghana Social Science Journal, volume 12, Number 2, December, 2015.) and Kofi Chokosi Speaks: From Archaeology to Zoology (Daily Graphic, Saturday, December 9, 2017.). He is currently a PhD candidate at University of Ghana, studying sociology of the media and communication.