

The European Media: regulation, markets and research

PMS/2/202



**Faculty of Arts and Human
Sciences**

2008/9

become what you want to be

Table of Contents

1.	Unit Details	3
2.	Short Description.....	3
3.	Aims of the Unit.....	3
4		
4.1	Knowledge and Understanding	4
4.2	Intellectual Skills.....	4
4.3	Practical Skills	4
4.4	Transferable Skills.....	4
5.	Assessment of the Unit	4
6.	Feedback	5
7.	Introduction to Studying the Unit.....	5
7.1	Overview of the Main Content.....	5
7.2	Overview of Types of Classes	6
7.3	Importance of Student Self-Managed Learning Time	6
7.4	Employability	7
8.	The Programme of Teaching, Learning and Assessment	7
9.	Learning Resources	16
9.1	Core Materials	16
9.2	Optional Materials	17
NOTES	18

1. UNIT DETAILS

Unit Title:	The European Media; regulation markets and research
Unit Level:	2 and 3
Unit Reference Number:	PMS/2/202
Credit Value:	1.0 (CATS 15; ECTS 7.5)
Student Study Hours:	150 hours
Contact Hours:	40 hours
Private Study Hours:	110 hours
Pre-requisite Learning (If applicable):	none
Co-requisite Units (If applicable):	none
Course(s):	BA (Hons) media and Society; BA (Hons) European Policy Studies; BA (Hons) Combined Honours
Year and Semester	2006/7: 2
Unit Coordinator:	Dr. Richard Rooke
UC Contact Details (Tel, Email, Room)	Voice mail: 0207 815 5817; email: rookera@lsbu.ac.uk; room B 342 A.
Teaching Team & Contact Details (If applicable):	N?A
Subject Area:	Policy Studies (Sociology; Media)
Summary of Assessment Method:	2000 or 3000 word coursework

2. SHORT DESCRIPTION

This unit explores the transformation of the European media scene since 1945. In particular, it focuses on the exciting contemporary changes taking place in all forms of the media: press, television, film, and radio/audio services. Some of these changes are due to new technology and globalisation, but equally, in political as well as economic terms, the creation of the European Union is beginning to reshape the once predominant national scene. The future form of the media industry is still in play and changing rapidly. In a time of new ideas, this unit attempts to understand how the media reflects change in societies, and how societies are changing the media.

3. AIMS OF THE UNIT

The aim of this unit is to introduce students to the variety of media industries in Europe. Special attention will be paid to the different regulatory regimes, and the alternative economic strengths and weaknesses of national media markets. There will be a careful assessment through a quantitative and qualitative approach of both the media industries and the increasing internationalization/globalisation of the media scene. For year 3 students, it is aimed to encourage an inter-disciplinary approach to the subject, with the ability to explore in depth future developments in the political and media arenas. After an introduction to databases the first part of the programme concentrates on the European cultural and political environment and is then followed by a series of case studies. The programme introduces students to the use of databases and methods of research (Excel and/or SPSS) and interpretative analysis.

4. LEARNING OUTCOMES

4.1 Knowledge and Understanding

1. Understand the role of the media in the context of both the variety of media provision within the European environment.
2. Assess the comparative effectiveness of different media policies and regulatory schemes.
3. Understand the relationship between National and International forces in shaping the media.

4.2 Intellectual Skills

4. Have a capacity to assess future outcomes and developments in European media markets by appropriate choice of data.
5. Understand the political, social, economic, and cultural consequences of different media provision.

And for year 3 students:

6. Extend their analysis to embrace both media and political theory.
7. Demonstrate their ability to deepen and widen their examination of the subject areas through a more extended essay.

4.3 Practical Skills

8. Demonstrate the use of SPSS and/or Excel in defined databases (e.g. Audiovisual Observatory, Eurostat.)

4.4 Transferable Skills

Amongst the skills that the unit develops, the following may be included: research, communication, ability to work as part of a team, problem solving, working with statistics, self awareness, self promotion and self confidence, political awareness, the use of information technology, and self learning and performance.

5. ASSESSMENT OF THE UNIT

One course work essay to be completed by week 14 of the semester. Year 2 students should aim to write an essay of no more than 2000 words. Year 3 students should aim to write an essay of no more than 3000 words bearing in mind, also, the extended aims and objectives of their own work as specified at the beginning of this unit guide.

IN ADDITION, the interpretative work **MUST BE BASED** on the **COMBINATION** of **two defined databases** (you should use databases already created by reputable sources: e.g. WAN or Audio-Observatory or Ofcom, etc) using **EXCEL** and/or **SPSS** (version 10) to graphically explore results.

To be submitted to the Course Administrator no later than 16:00 noon on the deadline date **WEEK 14**

Essay BRIEF: Choose ONE TOPIC from the following.

Using the combined databases that you have chosen, analyse the trends in the markets in Europe (meaning either the European Union or the wider Europe) of ONE of the following:

Newspapers

Radio

Film

Television

E-entertainment (the impact of Electronic digitalisation on the media)

Video-DVD VOD - Home entertainment.

Computer Games – Home entertainment.

In your answers you will need to show a knowledge and understanding of:

A) The regulatory framework of your chosen media

B) Use of statistics and data

C) Research methods which include quantitative and qualitative issues and

D) Where appropriate theory/models which assist our analysis of the topic.

6. FEEDBACK

Feedback will normally be given to students 15 working days after the submission of an assignment which shall be in week 14 of the semester on the day of teaching.

Nonetheless, you will also be asked to give the unit coordinator the choice of your subject for assessment and the quantitative databases you are looking at by WEEK 4 of the semester – you will receive approval and comment and feedback at that time by email (normally).

7. INTRODUCTION TO STUDYING THE UNIT

7.1 Overview of the Main Content

In broad terms the syllabus will broach the following subjects which surround and incorporate the European Mass Media:

a) The European Environment since 1945.

Europe has changed considerably over the last fifty years, almost to the point that previous generations would find many institutions and cultural assumptions almost unrecognizable. At the same time the profound roots of the different cultures in the European scene remain as constant reminders of the past and the anchors around which change is occurring. The programme highlights the major determining factors for change and the recent debates on the future of Europe in an international setting that is changing rapidly.

b) National Case Studies.

The balance of media provision, the press, broadcasting, music and telecommunication industries in countries including France, Germany, Poland, Scandinavia, (with some comparison with America) and other areas. These studies highlight the differences between cultural styles, and political and social roles influencing media provision.

c) Europe and the International Media Markets.

This part of the course will, in contrast, look at some of the developments of international media provision. It will look at the way in which, for example, the American domination of the film market was based on a different set of opportunities compared with Europe, and led to quite different work practices and cultural products from the contemporary TV, film, and video market. It will look at the role of News Agencies, the role of technology, and communication strategies across the world.

d) Europe and Globalisation.

The final element of the course examines the different theories that have been advanced to explain recent developments in the media.

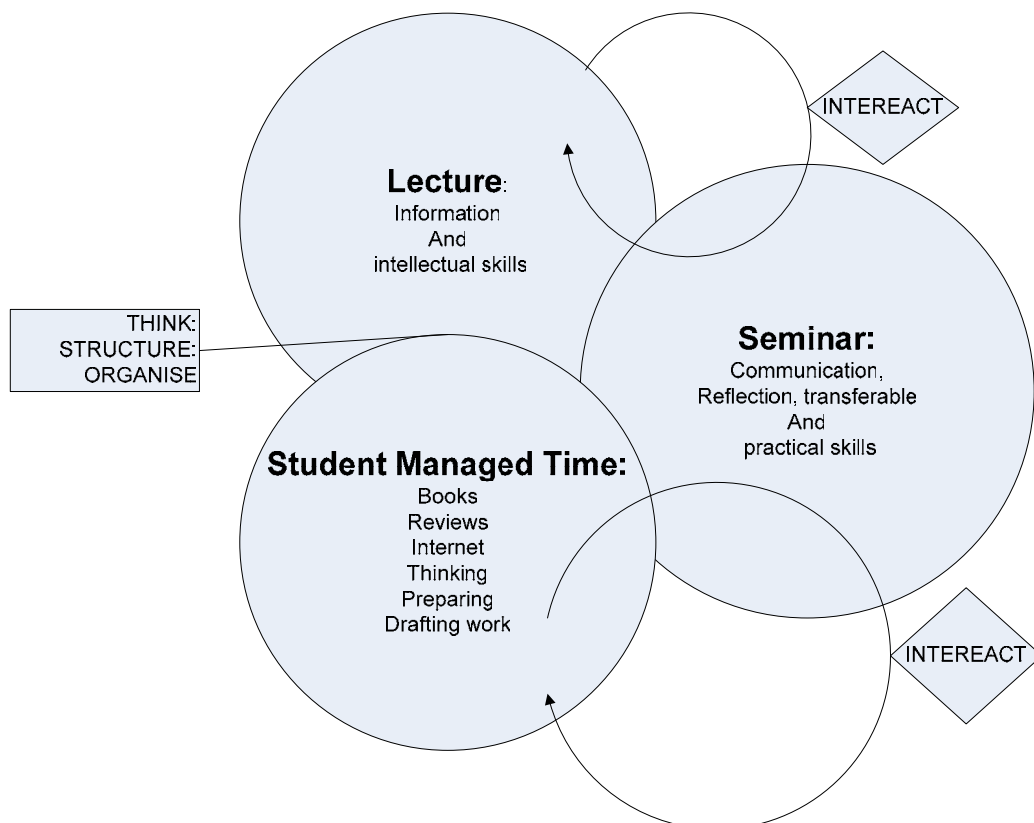
IT IS ESSENTIAL for communication, re-seeing lecture material and looking at relevant web sites and articles that you USE THE BLACKBOARD site.

7.2 Overview of Types of Classes

The unit incorporates lectures and seminars with directed reading throughout. Students will be encouraged to work in small groups as well as developing their own individual skills. The use of the Internet is considered most important for scanning media developments and sampling the European media scene.

7.3 Importance of Student Self-Managed Learning Time

The teaching (pedagogy) follows what is known as 'open circuit learning', whereby the lecture and the seminar need to be backed up by reading and reflection. Draft work will be commented upon as you build your coursework but you need to communicate this as soon as you are able and in sufficient time for the coordinator to read and send back notes. These will be kept to the prime criteria and be as brief but as helpful as possible.



Marking Criteria

At all levels, five areas of assessment objective can be recognized:

1. Knowledge of the topic - ideas, concepts and institutions
2. Analysis of issues and an awareness of different viewpoints
3. Evaluation of competing explanations or theories applied to a problem
4. Ability to identify relevant sources of evidence, both empirical and theoretical, and to use these to produce an informative referencing system
5. Skill in the presentation of an answer with accuracy, clarity and coherence.

With these objectives in mind, the following model marking scheme should apply:

Fail	0-30%	Badly misunderstands the question; contains factual errors; none of basic objectives are achieved
	30-35%	Some knowledge of topic and examples, but objectives 2-5 not met
	35-39%	Exhibits some knowledge of topic, but essentially descriptive; cannot identify alternative viewpoints; objective 1 is present but 2-5 poorly met
Third	40-49%	Demonstrates limited basic knowledge of the topic, but essentially descriptive; displays an attempt at evaluation of material, but low on clarity and coherence; limited achievement of objectives 1,2,3,4,; low on objective 5
2:ii	50-59%	Exhibits good knowledge of the topic; can distinguish different approaches or viewpoints, and some ability of evaluation is present, but may to some extent lack clarity and coherence; reasonable attempt at referencing; very good on objective 1, weaker on 2-5
2:I	60-69%	Very good knowledge of basic ideas, concepts and institutions with good analysis of issues and evaluation; good uses of sources and references; meets objectives 1,2,4,5, weaker on 3
First	70-79%	Excellent knowledge of the topic, with high level analysis of a balanced nature. Strong on critical evaluation, clarity, coherence. All assessment objectives covered
	80% +	Same as the range 70-79% but adds a deeper understanding and evaluation of the issues and can "impose oneself on the subject"

7.4 Employability

The European Single Market now shrouds and surrounds the jobs market in the UK and Europe – this unit gives you an edge at any jobs interview because you will understand across borders the new trans-national worlds we all live in.

8. THE PROGRAMME OF TEACHING, LEARNING AND ASSESSMENT

Week 1

Intro: Europe and the media since 1945 – major trends

Choosing datasets

Sources

Audiovisual Observatory

Europa

WAN

2

European markets

Using Excel and SPSS

- 3**
Europe and globalisation
Using Excel and SPSS
- 4**
The European Union: media regulation
Case Study: Television with Frontiers directive
- 5**
Europe: the consumer
- 6**
The newspaper industry
Case study: France 1973-2007
- 7**
The audio-visual industry
Case Study: Germany
- 8**
The role of Press Agencies: gathering and distributing.
Case Study: Reuters
- 9**
Radio: technology and new developments - convergence
Case Study: BBC World Service
- 10**
The Film industry: Europe vs. USA?
Case Studies: Polish and Spanish film-making
- 11**
Convergence and digitalization: E-media
- 12**
Future trends in European Union
- 13**
Consultation week
- 14**
Deadline: Coursework

WEEKLY TEACHING PROGRAMME

Note: Some of the newer books in the library are put at the beginning of each week's reading and the full publication reference is given.

1. "Perspectives: The political development of Europe since 1945 and the contemporary debate on the media."
Lecturer: Richard Rooke

Reading:

AUTHOR Bertrand, Ina, 1939-

TITLE Media research methods: audiences, institutions, texts /

PUB INFO New York: Palgrave Macmillan, 2005.

AUTHOR Gorman, Lyn.

TITLE Media and society in the twentieth century: a historical
Introduction / Lyn Gorman and David McLean.

PUB INFO Malden, MA : Blackwell Pub., 2003.

AUTHOR Ross, Karen, 1957-
TITLE Media and audiences / Karen Ross and Virginia Nightingale.
PUB INFO Buckingham: Open University Press, 2003.

AUTHOR Watson, James, 1936-
TITLE Media communication: an introduction to theory and process / James Watson.
PUB INFO Houndmills, Basingstoke, Hampshire; New York: Palgrave Macmillan, 2003

AUTHOR Branston, Gill.
TITLE The media student's book / Gill Branston and Roy Stafford.
PUB INFO London: Routledge, 2003.

D.Urwin, The Community of Europe: a history of European integration since 1945, Second edition, 1995.
P. Humphreys, Mass Media and media policy in Western Europe, 1996
A Weymouth, B. Lazimet, Markets and Myths, 1996
Background:
D.Urwin, A political history of Western Europe, 1997
S.George, Britain and the European Community, 1991
N.Nugent, The government and politics of the European Community, 1998 edition
For those new to the subject, R. Sakwa, A. Stevens, Contemporary Europe, 2000

Seminar work: Form into small groups, and tackle this question:
"What makes one society distinct from another?" Find four relevant answers and be able to argue why they are important to the media.

After the seminar and for the first week's work, go to the LRC and look up the following:
<http://www.vts.rdn.ac.uk/>

This site introduces you to Internet resources for Social Sciences: the sociologist section may be of interest to media students.

PLUS, look up this general media site:
<http://www.lib.iastate.edu/collections/eresourc/journalism.html>
AND ENROL on the BLACKBOARD site.

2. Media and the changing market place: the Rome Treaties, the Single Market and the Treaty of European Union: 1958 - 1995 and post 1989 Eastern Europe: A review of the media industry and the development of a common commercial policy in Europe.

Reading
TITLE Global media studies / edited by Patrick D. Murphy and Marwan Kraidy.
PUB INFO London: Routledge, 2003.

A Weymouth, B. Lazimet, Markets and Myths, 1996
N.Nugent, The Government and Politics of the European Community, latest edition.
D.Mayes, External implications of European Integration, 1993
In addition you need to read the following electronic sources:
EU trends in JCMS – use INGENTA through LISA to gain access: Hellen Wallace, "The changing Politics of the EU", Journal of Common Market Studies vol 39 no 4 pp 581-94 November 2001
- EURO MEDIA INDUSTRY in INGENTA via LISA access: "Scenarios for Europe's media industry: employment trends and changing skills", Ducatel K.; Burgelman J.-C.; Bogdanowicz M.
Info, 1 October 2000, vol. 2, no. 5, pp. 496-516(21) MCB University Press

EUROMEDIA page: <http://www.ejc.nl/default.asp>

Seminar work: Groups: consider this question: "To what degree should we see the media as an industry and to what degree a social and/or a cultural object?" Find three points of view on either side. Present them and discuss with each other trying to find the merits of one argument over another. If you have read

an article or a book on this subject, what was their point of view?

Extracted data:

The European Mass media and European Culture (as artefacts or property) are increasingly caught in the rules of the European market: charter rights and policy on competition for example. Understanding the European Institutions is therefore important. Equally some background knowledge is needed on the European Media industry. As an introduction the following may be useful.

Statistics must be used with a great deal of care even if they are very important. They are most useful in comparing countries in Western Europe (the European Union) and considering why there are so many variations in the Press, circulation, book publishing, attendance at cinemas. In your evaluation you should use a judgement on the categorization which includes the factors of difference in:

- a) politics (e.g. relationship between private and public interests/political parties and the media);
- b) economics (rich/poor. modes of provision);
- c) social form (relationships between people/social agenda e.g. equal opportunities and the workplace);
- d) culture (the roots of the culture - language, art, music, education, and the provision of mass media: note how the Economist separates press/broadcasting from culture);
- e) historical development (the way things changed in any given society and why).

Moreover, the statistics do not necessarily make value judgements: For example, the stats. for newspaper production are OFTEN daily (SEE wan), and do not make an analysis of the difference between tabloid or broadsheet, national and regional, international or national circulation. Equally, no distinction is made on forms of production (regional, national, and international, multi-national) and its possible affects.

3. Lecture and Seminar topic: " Europe, globalisation and culture."

Lecturer: Richard ROOKE

Reading:

AUTHOR Curran, James.

TITLE Media and power / James Curran.

PUB INFO London : Routledge, 2002.

AUTHOR McLuhan, Marshall, 1911-1980.

TITLE The medium is the message: an inventory of effects

Marshall McLuhan, Quentin Fiore / produced by Jerome Agel.

PUB INFO Corte Madera, Calif. Gingko 2001.

AUTHOR Street, John, 1952-

TITLE Mass media, politics, and democracy / John Street.

PUB INFO Houndmills : Palgrave, 2001.

TITLE Culture in the communication age / edited by James Lull.

PUB INFO London ; New York : Routledge , 2001.

TITLE Global media studies / edited by Patrick D. Murphy and Marwan Kraidy.

PUB INFO London : Routledge, 2003.

Benn's Media Europe, 1999 vol 2: the guide to European newspapers, periodicals, television, and radio.

Moran, Copycat Television, 1998

P. Streeten, Globalisation – threat or opportunity? 2001

J. Henderson, Globalisation of high technology, 1989

Smith, Television: an International History, 1995

D. Strinati, An introduction to theories of popular culture, 1995

D.Heater, G.Berridge, Introduction to International Politics,1992

D.Crowley, D.Mitchell, Communication theory Today, 1994

J.Law, European Culture:a contemporary comparison, 1993

Background reading:

N.Chomsky, Year 501: The Conquest Continues, 1993

A.Amin, Globalisation, institutions and regional development in Europe, 1994

J.Dunning The globalisation of Business, 1993
 A.McGrew, P.Lewis, Global Politics, 1992
 S.Rhinesmith, Global Politics, 1993
 R.Robertson, Globalisation in social theory and global culture, 1992
 M.Featherstone, Global Culture: nationalism, Globalisation and Modernity, 1991
 P.Taylor, Political Geography, 1993 (Third edition)
 P.Golding, Beyond cultural imperialism: globalization, 1996
 J. Corner, International media research, 1997

Seminar work: Groups. Consider this question "In the context of the media, what is globalisation? Is it about production or delivery or consumption or everything?" Having come to a point of view in the group, answer the following question: " Should Europe try to protect its culture and its form of media?"

4. Lecture and Seminar topic: "Controlling the European Media: an overview of regulation."
 Lecturer: Richard ROOKE
 Reading:

AUTHOR Robertson, Geoffrey.
 TITLE Media law / by Geoffrey Robertson and Andrew Nicol.
 PUB INFO London : Sweet & Maxwell, 2002.

AUTHOR Keeble, Richard, 1948-
 TITLE Ethics for journalists / by Richard Keeble.
 PUB INFO London : Routledge, 2001.

AUTHOR Miller, Philip, 1954-
 TITLE Media law for producers / Philip H. Miller.
 PUB INFO Amsterdam ; Boston : Focal Press, c2003.

AUTHOR Creech, Kenneth.
 TITLE Electronic media law and regulation / Kenneth Creech.
 PUB INFO Oxford ; Boston : Focal Press, c2003

AUTHOR Burton, Cathie, 1960-
 TITLE Hitting the headlines in Europe : a country-by-country guide to effective media relations / Cathie Burton and Alun Drake.
 PUB INFO London ; Sterling, VA : Kogan Page, 2004.

R. Collins, Converging media? Converging regulation? 1996
 P. Humphreys, Mass media and media policy in Western Europe, 1996
 R. Collins, Broadcasting and Audio-Visual Policy in the Single European Market, 1993
 J.Fletcher, The European Community Culture and Society, 1994
 A.Ca'zozzi, The Public Administration and funding of Culture in the EC, 1989
 K.Dyson, R.Humphreys, Broadcasting and New Media Policies in Europe, 1990
 Benn's Media Europe (Information Services), 1993
 W.Meinal, Media Law and regulation in Europe, 1993
 E.Rodgers, The Media Revolution in USA and Europe, 1994
 In addition you need to read the following electronic sources:

AV Policy EUROPA:

http://europa.eu.int/comm/avpolicy/index_en.htm

<http://www.ebu.ch/>

EIM – see

<http://www.eim.org/ComPol.htm>

and OBS:

<http://www.obs.coe.int/>

Seminar work: Groups. Find arguments for and against regulating the media. Try to find 3 arguments on both sides. Having decided on the reasons for regulation, answer this question: "Who should make the regulations? Should it be a nation-state or Europe or an International set of rules?"

5. Consumer demands in Western Europe: trends and media analysis.

Lecturer: Richard ROOKE

Reading:

There are many approaches to market analysis and you will find various in the Economics sections as well as Business Studies of the library. Two interesting books from the early days of the Single Market are interesting:

R.Bennett, Selling to Europe, 1991

P.Gibbs, Doing Business in the European Community, 1992

For a more reflective book see N. Nugent, R. O'Donnell (Eds.), The European Business Environment, 1994

Additional and newer reflections come from:

AUTHOR Ruddock, Andy.

TITLE Understanding audiences : theory and method / Andy Ruddock.

PUB INFO London ; Thousand Oaks [Calif.] : SAGE, 2001.

AUTHOR Vaitilingam, Romesh.

TITLE Developing a media strategy : make use of the media and have a greater impact / Romesh Vaitilingam.

PUB INFO Swindon : Economic and Social Research Council, [2001?]

AUTHOR Bird, S. Elizabeth.

TITLE The audience in everyday life : living in a media world / S. Elizabeth Bird.

PUB INFO New York : Routledge, 2003.

AUTHOR Bertrand, Ina, 1939-

TITLE Media research methods : audiences, institutions, texts / Ina Bertrand and Peter Hughes.

PUB INFO New York : Palgrave Macmillan, 2005.

AUTHOR Branston, Gill.

TITLE The media student's book / Gill Branston and Roy Stafford.

PUB INFO London : Routledge, 2003.

TITLE Researching audiences / Kim Schröder ... [et al.].

PUB INFO London : Arnold ; New York : Distributed in the United States of America by Oxford University Press, 2003.

Other work:

I Ang, Desperately seeking the audience, 1991

F Korzeny S Ting-Toomey, Mass Media affects across cultures, 1992

Again, use the www sites for latest consumer statistics. For trends see the European Journalism Centre site:

www.ejc.nl

and the European Institute for the Media

www.eim.org

First part of Seminar discussion: Groups: "Why do you think that different societies have different tastes in media output?"

6. Lecture and Seminar topic: "The European newspaper industry with a Case Study: France."

Lecturer: Richard ROOKE

Reading (for lectures 6 and 7):

Really good: R.Kuhn, The Media in France, 1995. The rest is background. Use the www sites to look at the media industry in France: e.g. France 3 (Fr3) site

SEE also:
<http://www.u-paris2.fr/ifp/>

AUTHOR Frost, Chris, 1950-
TITLE Designing for newspapers and magazines / Chris Frost.
PUB INFO London ; New York : Routledge, 2003.

TITLE New media: theories and practices of digitextuality /
edited by Anna Everett and John T. Caldwell.
PUB INFO New York : Routledge, 2003.

AUTHOR Keeble, Richard, 1948-
TITLE The newspapers handbook / Richard Keeble.
PUB INFO London: Routledge, 2001.

R. Alpin, Dictionary of contemporary France, 1993
* + F.Tipton, R.Aldrich, An economic and social history of Europe, 1987
S.Hazareesingh, Political Traditions in Modern France,, 1993
* + T.Weinshall, Societal Culture and Management, 1993
* + W.Laqueur, Europe in our time 1945 - 1992, 1992
F.Samuels, Il etait une fois Libé, 1979
A.Hetherington, News, Newspapers, and t.v., 1985
A.Albert, La Presse , 1995 or latest edition
G.Deleuze Cinema 1 & 2, 1989
R.Chapman, Popular Culture and Mass Communication in the 20th.Century France, 1992
G. Austin, Contemporary French Cinema, 1996
T.Chafer, France from the cold war to the new world, 1996
S. Perry, Aspects of contemporary France, 1997
J. Flower, France today, 1997

Seminar: Groups: Answer these two questions - test out your knowledge - "How is the British newspaper industry organised? To what extent does it represent the reality of people's lives?" You should try to be accurate for the first question and discover different points of view for the second.
Extract on the UK: compare this with work of the lecture on France:

7. Lecture and Seminar topic: "The European television industry with a Case Study: - Germany."
Lecturer: Richard ROOKE

Reading:

For a general background to German culture, politics and social organisation see the books marked * above. In addition:

P. Gordon, The New Europe, 1995
P.Humphreys, Media and Media Policy in West Germany, 1990
+ K.Dyson, P.Humphreys, Broadcasting and New Media Policies in Western Europe, 1990
J.Ernst The structure of Political Communication in the UK, the US and the Federal Republic of Germany, 1988A.Brassloff, W.Brassloff (Eds), European Insights, 1991
+ E.Noam, Television in Europe, 1991
ITV video cassettes in library, 1992 "The Germans" (x4)
D. Lewis, The new Germany: social, political and culture." 1995
K. Larres, Germany since unification, 1998
T Dowmunt (ed), Channels of Resistance: glocal television and local empowerment, BFI Channel 4 1993
M. Langton, Well I heard it on the radio and I saw it on the television, AFC 1993
D.Morley, Television audiences and cultural studies, 1992
P.Mellancamp, Logics of Television, BFI, 1990

Seminar: Groups: "Bearing in mind the German experience, does TV influence the way we think about things" If so, give examples. If not, also give examples.

8 European communication systems: Public Relations and Press agencies: Reuters.
Lecturer: Richard ROOKE

TITLE Global culture : media, arts, policy, and globalization /
edited by Diana Crane, Nobuko Kawashima, and Ken'ichi Kawasaki.
PUB INFO New York : Routledge, 2002.

AUTHOR Curran, James.
TITLE Media and power / James Curran.
PUB INFO London : Routledge, 2002.

Explore the Internet and www for the agencies across the world. Most will give you a potted history and an analysis of their services.

You may consult the following electronic sources, for example:

AP:

<http://www.ap.org/>

AGENCE FRANCE PRESSE:

<http://www.pa.press.net/>

UPI

<http://about.upi.com/>

REUTERS:

<http://www.reuters.com/>

See also D. Read, The Power of News: The history of Reuters, 1994

Seminar: Groups: "How political is the media?" What do we mean by the term 'politics'?" The seminar leader will encourage the debate here.

9. Lecture and Seminar topic: "European radio and the international market: the case of the BBC World Service."

Lecturer: Richard ROOKE

Reading:

L. K'ung-Shankleman, Inside the BBC and CNN, 2000

R.Negrine, Politics and the Mass Media, 1994 edition

BBC, The Best of From Our Own Correspondent, 3 volumes , 1992

D.Dayan, E.Katz, Media Events, 1994

B. Cumings, War and Television, 1992

J.Curran, J.Seaton, Power without Responsibility, 1998 (fifth edition)

C.MacCabe, O.Stewart, The BBC Public Service Broadcasting, 1986

G.Bennington, Lyotard: writing the event, 1988

P.Wilby, A.Conroy, The Radio Handbook, 1996

Latest editions:.

Marwick, British Society since 1945

Hind, Rebel radio.

Tunstall, The Media in Britain.

Really Bad News (Glasgow University Media Group)

Briggs, The Golden Age of Wireless.

See also via Ingenta and LISA:

"Dumbing down or shaping up? New technologies, new media, new journalism", Ursell G. Journalism, August 2001, vol. 2, no. 2, pp. 175-196(22) Sage Publications Inc.

Radio journalism training and the future of radio news in the UK

Purdey H. Journalism, December 2000, vol. 1, no. 3, pp. 329-352(24)

Sage Publications Inc.

See also: <http://www.bjtc.org.uk/>

Seminar: Groups: "Are global markets a reality or a myth? If they are a reality, what does this mean for

the production of news?"

10. The European film industry with a Case Study of EITHER Spanish films - the study of "Parla con ella" OR Polish films: the study of "colours".

Lecturer: Richard ROOKE

Latest editions:

BFI, Film and television handbook

Bordwell, The classical Hollywood Cinema.

Bordwell, Film Art: an introduction.

and

N. Davies, God's Playground: A History of Poland, 1984

Zamoyski, The Polish Way: a thousand-year history of the Poles and their cultures, 1993

S. Hodorowicz Knab, M.A. Knab, Polish customs, traditions and Folklore, 1996

Reading: provided material and for comparison:

G. Blazyca, Poland into the 1990s: economy and society, 1991

G. Sanford, Democratization in Poland 1988-90, 1992

Seminar: Groups "What do we know about the history of Poland or Spain? What do we know about its society? How would this be reflected in a Spanish/Polish film? Construct an idea of what Spanish/Polish film making is like."

11. E-media and way forward..

Lecturer: Richard ROOKE

TITLE New media : a critical introduction / Martin Lister ...
[et al.].

PUB INFO London ; New York : Routledge, 2003.

AUTHOR Stokes, Jane C.

TITLE How to do media & cultural studies / Jane Stokes.

PUB INFO London ; Thousand Oaks, [Calif.] : SAGE, 2003

TITLE Global media studies / edited by Patrick D. Murphy and
Marwan Kraidy.

PUB INFO London : Routledge, 2003.

AUTHOR Creech, Kenneth.

TITLE Electronic media law and regulation / Kenneth Creech.

PUB INFO Oxford ; Boston : Focal Press, c2003.

TITLE The new media reader / edited by Noah Wardrip-Fruin and
Nick Montfort.

PUB INFO Cambridge, Mass. : London : MIT, 2003.

AUTHOR Roberts-Breslin, Jan.

TITLE Making media : foundations of sound and image production /
Jan Roberts-Breslin.

PUB INFO Oxford : Focal, 2003.

AUTHOR Hansen, Mark B. N.

TITLE New philosophy for new media / Mark B.N. Hansen.

PUB INFO Cambridge, Mass. : MIT Press, 2004

12 Remodelling media analysis in the context of the European media.

Lecturer: Richard ROOKE

Reading:

AUTHOR McGuigan, Jim.

TITLE Rethinking cultural policy / Jim McGuigan.

PUB INFO Buckingham : Open University Press, 2004.

AUTHOR Smith, P. R. (Paul Russell), 1957-

TITLE Marketing communications : an integrated approach / Paul
Smith, Jonathan Taylor.

PUB INFO London ; Sterling, VA : Kogan Page, 2004.

Polity Reader, Cultural Theory, 1994

C Frachon, M. Vargaftig, European Television: immigrants and the ethnic minorities, 1995

Ian Ang, Living Room Wars, 1996

J.Hartley, Teleology, 1992

R.Collins, Satellite television in Europe, 1992

R.Williams, E.Williams, TV, Technology and Cultural Form, 1990

J.Bird et al (Eds), Mapping the futures: local cultures, global changes, 1993

You will need to read the following electronic sources:

SEE THE BLACKBOARD site - enrol and use the WEBSITES icon!

For example:

EUROPA – The information society:

The Bangemann Report (1994):

Seminar: Groups: "Bearing in mind what we have studied what, in your opinion, will be the future for the European Mass Media?"

9. LEARNING RESOURCES

9.1 Core Materials

NEW CORE READING:

McQuail, D. & Karen Siune (1998) Media Policy: Convergence, Concentration and Commerce, London: Sage.

In this volume the authors examine the ways in which national and supranational policy is adapting to changes in the European media landscape. They address issues such as the fate of public broadcasting under deregulation, the changes affecting the print media and newspapers, the consequences for broadcasting of satellite and cable delivery, the implications of media changes for political and social cultural life, and the significance of the Internet.

Harcourt A, The politics of Europeanisation: The regulation of Media Markets in the EU (2003) OUP

An interesting volume focused on a legal approach to politics in the EU and especially vertical and horizontal competition law emerging out of the European Court of Justice case law.

Bondebjerg IB and Golding P, European Culture and Media, volume 1, 2004.

Interesting and often challenging, but could leave some in its wake. Its primary task: to explore 'changes in culture – 'the imaginary', the discursive universe of politics and communication, crucial areas of research' (press release)

Hallin D, Comparing Media Systems: Three models of Media and Politics, 2004

A re-exploration of the groundbreaking Siebert work from the.

The Media in Western Europe, The Euromedia Handbook, Sage, 2004.

Great book: expensive but full of detail. In the context demands effort to piece together the material.

Brown A., Digital Terrestrial Television in Europe, proposed publication in Lawrence Erlbaum, 2005

Another potentially very interesting book but very specific, very technical, and very expensive. Good for specialists. We hope to cover some of this work but at a more general level.

Papathanassoulos S, European Television in the Digital Age: issues, dynamics and realities, 2002

A worthy title with a good approach. Very good on some details such as programming – thematic channels – news, sports, children's, and important in that it threw substantial light on the digital debate.

Ward D, The European Union Democratic Deficit and the Public Sphere: an evaluation of EU Media Policy, 2004

Background Reading might be considered to be:

R.Collins, Broadcasting and Audio-Visual Policy in the European Single Market, 1993

N.Garnham, Capitalism and Communications, 1992

OECD, Telecommunication and Policies for Change, 1991

H.Schiller, Who knows: Information in the Age of Fortune, 1989

A.Smith, Globalisation and Media, 1993

P.Sepstrup, Trans-nationalisation of Television, (latest)

K.Dyson, P.Humphreys, & Broadcasting and New Media Policies in R.Negrine, J.P.Simon, Western Europe, 1988 (or latest).

A.M.Brassloff et al, European Insights: Postwar Politics, Society, Culture, 1991

- see how much the world has changed!?

E.Noam, Television in Europe, 1991

Very interesting books are – note their approach:

T.Weymouth, B.Lazimat, Markets and Myths, 1996

P. Humphreys, Mass Media and media policy in Western Europe, 1996

Use the INTERNET/WWW at the University. You will be amazed at how much information there is on our subject: sites to check out are:

European Journalism Centre, the (EU) Europa site. Use the search engines to the full. If you have access to real audio or its equivalent (and multi-media) check out the hundreds of European media sites.

9.2 Optional Materials

The media, especially in Europe, is changing fast so that a lot of information is contained in the news. Do review during the course as much of the following as you can:

i) Good quality newspapers: The Telegraph, The Financial Times, The Guardian, The Times, The Independent, The Telegraph, etc.

On Sundays, a choice: The Sunday Times, The Observer, The Independent on Sunday, etc.

ii) Weeklies: The Economist is especially good, not forgetting its "business" section that often reports on changes in the media.

iii) Television: watch out for programmes on BBC 1 and BBC 2, ITV and Channel 4 and, if possible on satellite look out for Sky News and World Service, 5 channel (French), RTL (German), Deutsche Welle (German), TV5 (French, European Business Channel).

iv) Radio: listen into Radio 4 (BBC) and radio 5 (BBC) BBC World Service programmes of interest and especially EUROPE TODAY..

v) And, as already stated use the computer for www sites which cover the whole spectrum of European media (press, television, European Union competition policy, culture sites such as museums and the general area of media-arts.)

vi) FINALLY - use the BLACKBOARD SITE AT LEAST ONCE A WEEK!!!!

NOTES