

The British Media & Community

JOUR 4210.003 and JOUR 5350

Summer 2014

Regent's University, London, England

Through the University of North Texas, Denton, Texas, USA

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General class information, assignments, syllabus and readings are available on Blackboard through **learn.unt.edu**. All assignments will be turned in through Blackboard except your blog.

Description

In this course, we will explore Great Britain's media system, including the press, magazines, broadcasting and online media, specifically through the prism of London's diverse and vibrant neighborhoods. Instruction includes lectures, discussions, readings, presentations, field trips, guest speakers and blogging. By the end of the class, students should have a firm grasp on the media system in Great Britain, its differences and similarities to the United States of America's media and have a cultural immersion experience. Concentration is on news media, but entertainment media and sports media also will be discussed.

Statements of Student Learning Outcomes

- Understand and apply the principles and laws of freedom of speech and press for the United States and Great Britain, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances.
- Conduct research and evaluate information by methods appropriate to the communications professions in which they will work.
- Demonstrate an understanding of gender, race ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications
- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.
- Demonstrate an understanding of the diversity of groups in a global society in relationship to communications.
- Understand concepts and apply theories in the use and presentation of images and information
- Work ethically in pursuit of truth, accuracy, fairness and diversity.
- Think critically, creatively and independently.

- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences, and purposes they serve.
- Apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world.

Email communication and class information

Electronic communication with students in this class will be through the students' **my.unt.edu** accounts rather than personal email accounts. All information for the class will be posted on Blackboard at **learn.unt.edu**.

Disability Accommodation

The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see the Office of Disability Accommodation website at <http://www.unt.edu/oda>. You may also contact them by phone at [940.565.4323](tel:940.565.4323).

Academic Honesty

When you submit work for this class, that is the same as making a statement that you have produced the work yourself, in its entirety. Plagiarism, fabrication, copyright infringement, and similar uses of other people's work are unacceptable.

Plagiarism, in a nutshell, is using other people's written words as your own. Some people consider the use of 7-10 words in a row, copied from another source, as plagiarism. Be sure to include citations when using other people's writing, because plagiarism is a serious offense in any discipline, especially in journalism. It is a firing offense in the professional world.

Mayborn School of Journalism Academic Integrity Policy

The codes of ethics from the Society of Professional Journalists, American Advertising Federation and Public Relations Society of America address truth and honesty. The Mayborn School of Journalism embraces these tenets and believes that academic dishonesty of any kind – including plagiarism and fabrication – is incongruent with all areas of journalism. The school's policy aligns with UNT Policy 18.1.16 and requires reporting any act of academic dishonesty to the Office for Academic Integrity for

investigation. If the student has a previous confirmed offense (whether the first offense was in the journalism school or another university department) and the student is found to have committed another offense, the department will request the additional sanction of removing the student from the Mayborn School of Journalism. The student may appeal to the Office for Academic Integrity, which ensures due process and allows the student to remain in class pending the appeal.

Office Hours

I'm available to you in the classroom and on campus at many different hours. My virtual office is always open; just email me at foote@unt.edu, and I will respond within 24 hours, except on weekends.

Attendance

One absence in the course is the limit without penalty toward your final grade, unless you have communicated with me from the beginning about an extraordinary problem. Coming to class late or leaving early may constitute an absence for that day. This is a seminar course, and it requires your attendance and participation each class meeting.

Assignments

In this class you will have assigned, mandatory readings. Class discussion is a large part of this seminar class. You are expected to come to class prepared (with the readings completed) and ready to discuss the topics for that day. Part of the class will include visits to media organizations and other important Great Britain landmarks. You are expected to maintain a blog for this class in which you will reflect on what you are learning and doing. This blog should not only be a travelogue; it should illustrate your evolution throughout the class. You will discuss the knowledge and experiences you are having and how those are enhancing your education and growth. You also are expected to conduct research and make class presentations on your findings. Since this is a class on the British media, students are expected to read and watch the media on a daily basis and be prepared to discuss issues and current events.

By the end of the first week, students will be divided into groups of two and will choose a neighborhood that they will be responsible for during the course. That student is expected to keep up with what's going on in that neighborhood through its local media on a daily basis, become an expert on that community's media and other sources of information, and make a multimedia presentation on it at the end of the course.

You can choose stick with the neighborhood on which you went on your walkabout or choose another one. You can find information about London's neighborhoods at the following sites:

- London City Government Site:
<http://www.londoncouncils.gov.uk/londonfacts/londonlocalgovernment/>
- LondonTown.com: <http://www.londontown.com/LondonStreets/>

- AirBnB.com: <https://www.airbnb.co.uk/locations/london>
- London Mapper – A Social Media Atlas: <http://londonmapper.com>

If you find other sources, you may suggest it to me.

Guidelines for Community Profile/Media Report

You and your partners need to learn as much as you can about your neighborhood, particularly the local media sources: in print, online, on air (radio/TV) or social (e.g. Facebook pages, Twitter handles, etc.). You should produce a 5- 7 -page double-spaced papers that includes:

- 1) GEOGRAPHY: A full description of the neighborhood (No rewrites of brochures, but in your own words based on your observations.
- 2) DEMOGRAPHICS (who lives there? Where do they work? Any information about income, education level, housing)
- 3) ISSUES: What do they care about?
- 4) MEDIA: How do they get informed about what's going on? Is there a local newspaper? Magazine? Website? Social Media outlet? Who owns these outlets? Do they have political affiliations?

This report should include citations and references to all sources where you obtained information.

You will turn in your paper on Blackboard and it is due by **midnight Tuesday, August 5**. You also will make a 7- to 10- minute presentation to the class on your project during the last week of class. You will share with your classmates and instructors what you discovered about the neighborhood and British media during this program.

For your presentation, please include pictures. You are strongly encouraged to create a multimedia presentation (e.g. a photo sideshow, a short video, audio/visual slideshow) or infographic. Your stories may include links, charts or other graphics.

Graduate students: Instead of a 5-to 7-page paper, I expect a 10- to 12-page paper written in APA or Chicago style with in-depth analysis of the media outlet put in context comparatively with the U.S. media.

Online Journal Posts

Your personal blog will be the biggest grading component for the class. You should post at least **three 300- to 500-word posts** per week we are in London. Posts with multimedia are encouraged. You will receive a blog grade at the end of the course in the form of a comment on the blog; therefore, you need to enable the blog to receive comments. The grade will be based upon your analysis, facts, evidence and self-reflection. Each journal has a specific questions or scenarios that are tied to our

readings and class discussions. You are expected to reflect on the material we discuss in class and write critically and intelligently about it. Links, hyperlinks and citations are expected to verify your work and let readers know where they can find further information. Photos and video are strongly encouraged. Specific topics may be assigned in class.

Grades

Your grade for this class will be based on the following:

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| Class participation (discussion, engagement, initiative): | 20% |
| Journal: | 40% |
| Neighborhood/Media presentation proposal: | 5% |
| Neighborhood/Media presentation paper & proposal: | 35% |

Syllabus (Subject to change; all changes will be announced in advance; some field trips will be announced on site instead of in this syllabus):

Week I (July 7-11)

Introduction to the British media: The press, "Fleet Street," the BBC and broadcasting, the tabloids.

To read and discuss this week:

FIELD TRIP TO THE BRITISH MUSEUM, where we will see the Rosetta Stone, a foundation of the world's languages. Here is some background:

http://www.britishmuseum.org/explore/highlights/highlight_objects/aes/t/the_rosetta_stone.aspx

Due TUESDAY:

Overview: Defining Community and Understanding London

READ online overview of the Great Britain and the British Media System from the BBC: http://news.bbc.co.uk/2/hi/europe/country_profiles/1038758.stm. Link also is on Blackboard. (Click on ALL tabs, including Overview, Facts, Leaders, Media, Timeline and In Pictures.)

Due Wednesday: To prepare you for our trip to the BBC. Here's a link to an overview and history of the BBC? <http://www.bbc.co.uk/aboutthebbc/insidethebbc/howeare/>

Due THURSDAY: SKIM pp. 1-13 of The Case of Great Britain: <http://www.aim-project.net/uploads/media/GreatBritain.pdf>. Link and document are posted on Blackboard. Discuss the British media system, notions of objectivity, concentration of media, debate about media regulation, “tabloidization,” U.S. vs. U.K. media.

By THURSDAY: Claim the neighborhood you want to research for the semester. Post on Blackboard.

FIELD TRIP: Wednesday, July 9th – The BBC

Week 2 (July 14 -18)

Libel laws, secrecy and Wikileaks

MONDAY & TUESDAY: Discuss new press regulations. IPSO, the Independent Press Standards Organisation, has new, tougher rules for the press. Read Editor’s Press Code: <http://www.pcc.org.uk/cop/practice.html>

Prepare for Trip to The Economist Group: <http://www.economistgroup.com/>

FIELD TRIP to The Economist Tuesday, July 15: [Nick Blunden](#), our SVP, Global Head of Digital and Content Strategy & Global Publisher Intelligent Life and World In at The Economist

DUE WEDNESDAY:
Read Wikileaks case study posted on Blackboard. Be prepared to discuss.

Watch “Collateral Murder,” Wikileaks video.
<http://www.collateralmurder.com/>

THURSDAY: More Wikileaks discussion

Field trip to St. Bride’s, the “journalists’ church” on Monday, July 21.
<http://www.stbrides.com/>
<http://www.stbrides.com/history/introduction.html#top>
<http://www.stbrides.com/history/chapter-9-1989--.html#top>

THURSDAY: The royals. Overview. PPT.

FIELD TRIP to The Old Bailey Courthouse, where the hacking trial occurred.
<http://www.oldbaileyonline.org/static/The-old-bailey.jsp>

Week 3 (July 21 - 25)

Murdoch and the hacking scandal

MONDAY: Overview of the scandal. The phone hacking trial, who's who:

<http://www.bbc.com/news/uk-24351068>

TUESDAY: READ "Tabloid Tales: Stop the Press" from Nieman Reports:

<http://www.nieman.harvard.edu/reports/article/102917/Stop-the-Press-Rupert-Murdoch-the-Leveson-Inquiry-and-Press-Freedom-in-the-UK.aspx>

WEDNESDAY: READ BBC timeline of the phone hacking scandal:

<http://www.bbc.co.uk/news/uk-14124020>

-Read the Telegraph's video timeline of the phone hacking scandal:

<http://www.telegraph.co.uk/news/uknews/phone-hacking/8634176/Phone-hacking-timeline-of-a-scandal.html>

-Read The Guardian's collection of stories, video and interactive web materials on the phone hacking scandal: <http://www.guardian.co.uk/media/phone-hacking>

Week 4 (July 28 – August 1)

More discussion of Murdoch, phone hacking. Final projects workshop

Start presentations of final projects.

Week 5 (August 4 – August 6)

Presentations

FINAL PROJECT DUE MIDNIGHT Tuesday, August 5.