

Communications/Media Studies

British Media: It's Another World ~ Richard Tiner

UD (Upper Division 300-400)/G (Graduate 500 and above)

3 credit hours

The course compares and contrasts the British and US media systems. The academic goals of the course are: *to explore the impact of public policy on media content *to identify the advantages and disadvantages of a commercial media system (US) *to identify the advantages and disadvantages of a public service media system (traditional UK) *to identify the advantages and disadvantages of a combined media system (contemporary UK). A probable reading list includes: Sarikakis, Katharine. *British Media In a Global Era*. New York, NY: Oxford University Press, 2004. Kronig, Jurgen. "Elite Versus Mass: the Impact of Television in an Age of Globalisation." *Historical Journal of Film, Radio, and Television*. Vol. 20, No. 1, 2000.

Can the course be taken to fulfill major and minor requirements? YES

Can the course be taken to fulfill general elective credits? YES

Are there prerequisites for this course?

NO

Assessment Methods:

Daily Journal: 25 %

Each student is asked to prepare a daily journal, which includes a response to whichever of the following content is appropriate for that day:

- Readings and class discussion;
- Field trip experiences; or
- Observation of British media content while experiencing London.

This assignment brings attention to important differences between media content in the UK and the US, including concepts such as advertising methods; the production and consumption of news and various entertainment forms; and the place given information in British popular culture.

Short Essays: 25 %

Each student is asked to write a reflective essay, which articulates and validates her/his opinions and responses to the course content—specifically to the required readings and class discussion.

Group Presentation: 25 %

The class is divided into an appropriate number of groups that works together to "develop a media system" for an imaginary society. Titled "What If We Were in Charge?" the group project is designed to encourage the students to consider the "best and worst, the pros and cons" of the various media systems in existence, but especially the US and UK systems.

Final Exam: 25 %

A comprehensive Final Exam is given, which emphasizes a reflective consideration of course content, including the assigned readings, class discussion, extra-curricular observations, and the group presentations.

In addition to the assignments noted above for undergraduates, the graduate syllabus includes the following requirements:

1) A second textbook--Crisell, Andrew. *An Introductory History of British Broadcasting*. New York, NY: Routledge, 2005.

2) An academic essay that articulates the fundamental differences between a Public Service media system and a commercial media system, including a discussion of some of the media theories related to potential effects on society of each. To be completed prior to departure for London.

The Crisell textbook (not required of undergraduate students) will provide a basis for your academic essay, as well as introduce you to the course content, equipping you to assist in leading classroom discussions.

The additional academic essay represents a fifth assignment for graduate students, each assignment counting 20% of the Final Grade.