

**European Media and European Audiences:
Exploring the Internet, Entertainment and News in a European Context
Spring Semester 2000 (April 17 – May 23)**

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The introduction of the Internet, cable television and even the Hollywood blockbuster have altered the way audiences and media users interact with their media environment. In this course we will these explore developments in the media, media uses and media effects and developments in public opinion in Europe. Specific topics discussed from a Dutch and European perspective include: the future of television and newspapers, the development of the internet and the new economy, media and election campaigns, media entertainment, popular culture, and society and the media.

This course is intended to give students a broad overview of Dutch and European media issues. Among the key issues to be covered are programming, audiences, governmental involvement in media, new media technologies, how consumers use the media and what they learn, and the impact of media on growing European political and economic integration. Media organization site visits and use of European media will play a key role in developing student understanding of why European media has developed the way it has. Exposure to media organizations and content will give students insight into the variety of ways in which European media systems have evolved in contrast to the United States.

Readings:

1. Bakker, Piet (2000) "Reinventing Roots: New Media and National Identity" in Jan van Cuilenberg and Richard van der Wurff eds. *Media and Open Societies*. (*)
2. Jean Blondel, Richard Sinnott and Palle Svensson (1998) "Interest Knowledge and Participation" from *People and Parliament in the European Union: Participation, Democracy and Legitimacy* Oxford: Clarendon Press.
3. Brants, Kees (1998) "Who's Afraid of Infotainment?" *European Journal of Communication* 13(3) 315-335.
4. Brants, Kees and Peter Neijens (1998) "The Infotainment of Politics" from *Media and Politics in the Netherlands* (Symposium in the journal *Political Communication* 15:139-205) (*)
5. Kees Brants and Els de Bens (2000) The status of TV broadcasting in Europe; in: *Television across Europe* (eds. Wieten, Murdock & Dahlgren), Sage. (to be distributed in class)
6. Jaap van Ginneken (1998) *Understanding Global News* London: Sage (Chapters 1 and 2)
7. Leroy, P and K. Siune. 1994. "The Role of Television in European Elections – The Cases of Belgium and Denmark," *European Journal of Communication* 9:47-69.
8. Livingstone, Sonia (1997) "On the Continuing Problem of Media Effects" in James Curran and Michael Gurevitch, eds. (1997) *Mass Media and Society* London: Arnold. (*)
9. Nordenstreng, Kaarle (2000) "Media and Democracy: What is Really Required" in Jan van Cuilenberg and Richard van der Wurff eds. *Media and Open Societies*.
10. Holli Semetko 1998 "Media and Politics in the Netherlands" from *Media and Politics in the Netherlands* (Symposium in the journal *Political Communication* 15:139-205)
11. Holli Semetko (1996) "The Media" in L. Leduc et al (eds.) *Comparing Democracies: Elections and Voting in Global Perspective* London: Sage.
12. James Slevin (2000) *The Internet and Society* Cambridge: Polity Press (Chapter 7).
13. G Thomas and S Wyatt (2000) "Access is not the only problem: using and controlling the Internet" in S Wyatt et al (eds) *Technology and Inequality, Questioning the Information Society* London: Routledge, pp.21-45
14. Wieten, Jan (1998) "Radio versus Television: How Broadcasters Slowed Down the Introduction of Television in the Netherlands" from *Media and Politics in the Netherlands* (Symposium in the journal *Political Communication* 15:139-205) (*)
15. Liesbet van Zoonen (2000) "Desire and resistance: Big Brother and the recognition of everyday life," Commentary submitted to *Media, Culture and Society*.

(*) Recommended.

Movies:

À bout de souffle (1960) by Jean-Luc Godard
Breathless (1983) by Jim McBride (the Hollywood remake of "À bout de souffle")

Assessment:

- A 12-15 Research Paper (40%) – A 12-15 page research paper based on one of the topics listed above or a topic of your own choosing will be due (must be cleared with the instructor) during the 2nd the last week of class meetings. In lieu of the traditional research paper, you can construct a web page (equivalent in effort to the length of the research paper in terms of original text, links and graphics).
- Class Attendance and participation (30%) – Attendance at lectures and participation in excursions. All students are expected to complete the reading for the discussion and participate actively in an informed manner.
- Students will be assigned a day to lead a class discussion based on the readings and lectures (15%).
- Student must prepare five written questions based on the reading and previous lectures (15%).

Paper Topics (Guidelines for writing paper will be given in class):

1. Compare public broadcasting and the Internet in terms of how they inform the public. In your paper you may explore the content as well as the audiences for each medium.
2. Explore how European integration has or will influence the media either in terms of content or audiences. Conversely, explore how the media may influence European integration through its influence on European audiences.
3. Topic of your choice to be cleared with instructor.

Schedule (subject to change): The course will meet twice weekly for three-hour sessions. There will be a guest speaker at most sessions.

Week	Date	Reading	Topic
Week 1	17 April	10+11	Introductory meeting: getting acquainted, formalities, etc. Discuss research and presentation topics. Introduction to course topics. Introduction to the Dutch political and media system - Holli Semetko
	19 April	9	Excursion: Den Haag and the Dutch Parliament Oussama Cherribi MP
Week 2	24 April	5, 14*	The Dutch Media Experience: Piet Bakker (press) and Jan Wieten (television)
			Integration and the European Media
	26 April		Movies! Godard's A BOUT DE SOUFFLE and McBride's BREATHLESS
Week 3	2 May	6	The Cultural Impact of Globalisation Jaap van Ginneken
			Media, Popular Culture and Audiences
	3 May	13	New Media Technologies: The Internet Sally Wyatt
Week 4	8 May	15	Entertainment Television in Europe Liesbet van Zoonen
	9 May		Film in Europe Juergen Müller
Week 5	15 May	12	The Internet and Society Jim Slevin
	17 May	2, 7, 8*	Media Content, Audiences and Effects Susan Banducci
Week 6			Concluding Thoughts
	22 May	3	Is there a Future for Public Broadcasting in Europe? Kees Brants
	23 May		Conclusions and presentations of research projects