

**European Media and European Audiences:
Exploring the development of new and old media in Europe
Fall Semester 2002
Tues/Thurs. 11.00-13.00
Oude Turfmarkt 129,
room # 120 C**

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The introduction of the Internet, satellite, cable television and commercial television, and local radio has altered the media landscape and the way media users interact with their media environment. In this course, we will explore these developments and their influence on media use and media effects in Europe. Specific topics discussed from a European perspective encompass the future of television and newspapers, the development of the Internet, media entertainment, popular culture, and society and the media.

This course is intended to give students a broad overview of European media issues. Among the key issues to be covered are differences and similarities between national media landscapes, media audiences and the impact of new media technologies. Guest lectures and readings will play a key role in developing student understanding of why European media developed the way they have. Content analysis will give students insight into the variety of ways in which European media systems have evolved in contrast to the United States.

Assessment/grading:

- Students will be assigned a day to lead a class discussion based on the readings and lectures (10%).
- Research Paper (30%) – 10-12 page research paper from the class research project based on the presentation and an analysis of media content. These papers can be completed in groups.
- Participation in Research Project (10%) The class will undertake a group research project on which the research paper will be based. The research project will involve content analysis of European media.
- Class Attendance and Participation (20%) – Attendance at lectures and participation in excursions is compulsory (max. 1 non-attendance allowed). All students are expected to complete the reading for the weekly discussions and participate actively in discussions.
- Examination (30%) An examination will be given in the 10th week of the course to assess comprehension of material covered in the course through the 9th week.

Research Project and Research Paper “Is the Internet a Global Medium or a National Tool”

In this research project we will focus on the question of Internet and internationalization. Does the Internet contribute to further Europeanization, transnationalization and globalization through the use of a common or multiple languages? Or, is the Internet used as a national tool catering to the national population in their official language? We will also examine how content on news media webpages varies across mediums. In order to investigate these questions, we will select a sample of webpages from within Europe and code the use of languages (mainly English) and, for news media webpages, the content. Students will be responsible for aspects of data collection and coding. The sample of webpages and the coding scheme will be developed with the cooperation of students. Student research papers will be based on this data collection.

Programme:

Week 1:

3 September: Introduction to the course and first insights in the European media system(s)

5 September: Readings and Discussion: European Media Landscape

Kees Brants and Els de Bens (2000): The status of TV broadcasting in Europe. In: Jan Wieten, Graham Murdock and Peter Dahlgren (eds.) Television across Europe. Sage, pp. 7-22.

Gustafsson, Karl Erik and Lennart Weibull (1997): European newspaper readership: Structure and development. In: Communications 22(3), 249-273.

Week 2: Discussion of the research projects

10 September: Introduction to media research methods in general and content analysis in particular.

Organization of the research project: Global Medium or National Tool: Research interest and research teams

Readings:

Aldisardottir, Loa (2000): Global medium – local tool? In: European Journal of Communication, 15(2), 241-251.

Lin, C.A. and Leo W. Jeffres (2001): Comparing distinctions and similarities across websites of newspapers, radio stations, and television. In: Journalism and Mass Communication Quarterly 78(3), 555-573.

12 September: Further discussion of research projects, including library tour.

Week 3: The Dutch Media system

17 September: Readings and Discussion

Brants, Kees and Denis McQuail (1997): The Netherlands. In: Bernd Stubbe Ostergaard (ed.) The media in Western Europe. London, Thousand Oaks, New Delhi, pp. 153-167.

Holli A. Semetko (1998): Introduction: Polders, Pillars and Understanding Dutch Democracy. In: Political Communication 15, 139-147.

19 September: Guest lecture: “The Dutch Media System: Newspapers and Broadcasting” by Piet Bakker

Week 4: Excursion to Media Park or PCM (subject to confirmation)

24, 26 September: Excursion will cover class meetings for these days.

Week 5: Introduction to Media content Analysis

1 October: Readings and Discussion:

Riffe, Daniel, Lacy, Stephen and Frederick G. Fico (1998): Analyzing media messages. Using quantitative content analysis in research. Lawrence Erlbaum Associates, Mahawah: pp. 18-53, Chapter 2 (Defining content analysis as a social science tool) and 3 (designing a content analysis).

3 October: Further Discussion of project, develop coding sheet.

Rössler, Patrick (2002): Content Analysis in Online Communication: A Challenge for Traditional Methodology. In: Bernard Batanic, Ulf-Dietrich Reips and Michael Bosnjak (eds.) *Online Social Sciences*, Seattle, Wash.: Hogrefe & Huber, pp. 291-307.

McMillan, Sally (2000): The microscope and the moving target: The Challenge of Applying Content Analysis to the World Wide Web. In: *Journalism and Mass Communication Quarterly* 77(1), 80-98.

Week 6: *Journalists in Europe or the European Journalist?*

8 October: Readings and Discussion

Marc Deuze (2001): Educating 'New' Journalists: Challenge to the Curriculum. In: *Journalism & Mass Communication Educator* 56(1), 4-17.

Marc Deuze (2002): National news cultures: A comparison of Dutch, German, British, Austrian and U.S. journalists. In: *Journalism and Mass Communication Quarterly* 79(1), 134-149.

10 October : Guest Lecture: Mark Deuze

Week 7: Content analysis: coding period

15, 17 October class meetings devoted to content coding for research projects.

Week 8: *New media technologies and the Internet*

22 October :Reading and Guest Lecture

Sally Wyatt, Graham Thomas and Tiziana Terranova (2002): They came. They surfed, they went back to the beach: Conceptualizing use and non-use of the Internet. In: Steve Woolgar (ed.) *Virtual Society*. Oxford University Press, pp. 23-40.

Guest lecture: "New media technologies & the Internet" by Sally Wyatt

24 October : Readings and discussion:

de Bens, Els and Gianpietro Mazzoleni (1998): The media in the age of digital communication. In: Denis McQuail and Karen Siune (eds) *Media Policy. Convergence, concentration & commerce (short: Media Policy)*, London, Thousand Oaks, New Delhi: Sage, pp. 165-179.

Truetzschler, W. (1998): The Internet: A New Mass Medium? In: *Media Policy*, 75-94.

Week 9: *Excursion to PCM Media*

29, 31 October class meetings replaced by excursion.

Week 10:

5 November: In-class Examination

7 November: Readings and Discussion

Trappel, Josef and Werner, A. Meier (1998): Media concentration: Options for policy. In: *Media Policy*, 191-206.

Hirsch, Mario and Vibeke G. Petersen (1998): European policy initiatives. In: *Media Policy*, 207-217.

Week 11:

12, 14 November: Work on papers/meetings and discussions

Week 12 *Information society politics in Europe*

19 November: Guest lecture: "Information Society Policies in Europe" by Richard van der Wurff

21 November: Readings and Discussion:

Brants, Kees and Karen Siune (1998): Politicization in decline? In: Media Policy, 128-143.

Siune, Karen and Olof Hulten (1998): Does public broadcasting have a future? In: Media Policy, 23-37.

Week 13 *The future of public broadcasting*

26 November: Guest lecture: "The future of public broadcasting" by Kees Brants

28 November Readings and Discussion:

de Bens, Els and Hedwig Smaele (2001): The inflow of American television fiction on European broadcasting channels revisited. In: European Journal of Communication Research, 16(1), 51-76.

Dupagne, Michele and Waterman, David (1998): Determinants of U.S. television fiction imports in Western Europe. In: Journal of Broadcasting and Electronic Media 42(2), 208-221.

Week 14:

3, 5 December: Paper presentations and course evaluation

****Alternative Topics for Guest Lecture****

European News: What's on the News in Europe

Guest lecture: Claes de Vreese or Holli Semetko (subject to confirmation)

Readings:

Semetko, Holli, de Vreese, Claes and Jochen Peter (2001) Europeanised Politics – Europeanised Media: European Integration and Political Communication. West European Politics.

Europe's media future: Problems and promise

Readings:

Kleinstauber, Hans J. (1998): The digital future. In: Media Policy, 60-74.

McQuail, Denis (1998): Looking to the future. In: Media Policy, 218-224.