COURSE DESCRIPTION
This course equips students with an overview of the British media evolution and its relationship with society in the UK. Within this framework, the course explores how political, cultural, commercial, regulatory, and editorial issues shape the media we manufacture and consume Britain. This objective is achieved as students engage with industry professionals in class, make fieldtrips to operational media hubs in London, and audio-visual case studies of programme that will include news, current affairs, entertainment, education, advertising and creative digital innovation across all terrestrial media platforms.

COURSE OBJECTIVES
• Students are expected to gain a proficient understanding of the particular features of British media and journalism and how they differ from those in the US.
• Students will be able to critically analyse broadcasting, print publications, cinema, and internet products. This analysis will include consideration of the representational conventions that have determined the ways which British society and individuals and groups within it are represented in the mass media.
• Students will be equipped with a deeper understanding of contemporary media and journalism in the UK including historical development, content development, and production. Students will also develop an appreciation of contemporary debates in and about Britain’s media.

INSTRUCTIONAL METHODOLOGY
Assessment is by papers, presentation, and class contribution. Classroom activities will include lectures and discussions.
METHOD OF EVALUATION (GRADING)

The final grade for this course will be calculated as follows:

Class contribution 20%
Diagnostic paper 10%
Mid-semester paper 25%
Class presentation 15%
Final paper 30%

Class contribution
In addition to their expected class attendance student scores for class participation depend upon a demonstrable mastery of the assigned reading for each session and a consistent, valid contribution to class discussions and in-class exercises that make use of the reading. Students should be prepared to ask questions and raise issues that enrich the on-going class discussions with their peers. Occasional contributions will have a negative effect on your grade.

Diagnostic paper
1,000 words. Topic to be confirmed in class.

Mid-semester paper
2,000 words. Topic to be confirmed in class.

Class Presentation
Each student will select a topic from an assigned list and at some point during the semester will make a 15 minute in-class presentation about their chosen media topic.

Final paper
The class presentation (above) and the research work that it has required will form the basis of the final written paper for this course.

COURSE OUTLINE

Class 1 - January 31st
INTRODUCING THE COURSE
ASSIGNMENTS: Research topics set
LECTURE:
  • Reading the Visual World

Class 2 – February 7th
LECTURE
  • Introduction to the course: Shaping the Nation
  • The birth of the BBC and the ideals of Public Service Broadcasting
CASE STUDY: The People’s Princess – BBC2
READING: Crisell P152-160
  Handout Laura Mulvey from ‘Visual Pleasure and Narrative Cinema’
**Class 3 – February 14th**  
**LECTURE**  
- The ‘meaning of News’  
- TV Demographics  
**CASE STUDY:** The three major national newscasts on BBC, ITV and Channel 4  
**READING:** Crisell PP0-104, 201-203, 206-209  
**GUEST SPEAKER:** Kate Mead, producer on BBC Panorama

**Class 4 – February 21st**  
**LECTURE**  
- Broadcasting and Politics  
- The role of regulation in UK Broadcasting  
**SEMINAR:** The meaning of Soaps  
**CASE STUDY:** EastEnders  
**READING:** Crisell P232-236 and 244-247  
Handout from Christine Geraghty on Soaps

**No class on Feb 28th due to Scotland trip**

**Class 5 – March 7th**  
**VISIT:** Museum of Brands and Packaging  
**LECTURE:**  
- The Digital Age in the UK: multi-channel multiplatform viewing  
- Citizen Journalism  
- IPTV & Social Media  
**SEMINAR:** Sitcoms and mediating social change  
**GUEST SPEAKER:** Paul Dodgson, writer for Eastenders  
**CASE STUDY:** The Inbetweeners and Ma Browne’s Boys  
**STUDENT PRESENTATIONS**  
**READING:** Crisell P263-271

**Class 6 – March 14th**  
**LECTURE:**  
- TV Branding and Marketing  
- Advertising in the UK  
**SEMINAR:** TV Formats from Big Brother to Britain’s Got Talent  
**CASE STUDY:** Strictly Come Dancing  
**STUDENT PRESENTATIONS**  
**READING:** Handouts TBA

**MIDTERM BREAK**

**Class 7 – March 28th**  
**VISIT:** Walking tour of Fleet Street with Andreas Gebauer  
**LECTURE:**  
- Introduction to British National Newspapers  
- The ‘freedom of the press’  
**SEMINAR:** ‘Words and Images – the new photojournalism’  
**CASE STUDY:** The Times, the Daily Telegraph, the Guardian and the i
STUDENT PRESENTATIONS
READING: Handout: Brian McNair News and Journalism in the UK (London Routledge) P163-177

Class 8 – April 4th
LECTURE:
- The popular press in the UK
- The fight for circulation
- Newspapers online
SEMINAR: ‘Celebrification’
CASE STUDIES: The Daily Mail and The Sun

Class 9 – April 11th
LECTURE:
- British Magazines an overview
SEMINAR: The politics of gender in print
CASE STUDIES: UK ‘Cosmopolitan’, ‘Woman’s Own’, ‘Nuts’ and ‘Loaded’
STUDENT PRESENTATIONS

Class 10 – April 17th (Tuesday 11.am – 12.30pm)
VISIT: British Board of Film Classification
LECTURE:
- Introduction to British Cinema
- Independent production
- The role of TV
SEMINAR: Cinema and national identity
CASE STUDIES: Night Mail and an extract from The Ladykillers
STUDENT PRESENTATIONS

Class 11 – April 25th
LECTURE:
- UK Cinema: History and Heritage
- Scotland the Braveheart
CASE STUDY: Four Weddings and a funeral
READING: The British Cinema Book: Chapters on Gender

Class 12 – May 2nd
LECTURE:
- Class, Race and Gender in UK Cinema
CASE STUDIES: ‘My Beautiful Launderette’. ‘East’, ‘Bend it like Beckham’
READING: The British Cinema Book: Chapters on Race and Class

N.B. Potential visit to Al Jazeera one Friday morning during the semester. TBC!
COURSE READINGS
Crissell, A, *An Introductory History of British Broadcasting*
Murphy, R, *The British Cinema Book*
Other readings will be given as hand-outs. A general bibliography for the course and a list of essential web URLs will also be provided.