

5510—Mass Media in Time of Transition
Teaching Period 2, Winter/Spring 2006
Centre for Social Studies, Warsaw

S Y L L A B U S

Instructors:

Dr. George Gladney
Visiting U.S. Fulbright Scholar, CSS
(Professor, Department of Communication & Journalism, University of Wyoming, USA)
ggladney@css.edu.pl
ggladney@uwyo.edu
Office: (+48 22) 828 80 09; Room 284, CSS
Mobile: 0 507 524 745
Home landline: (+48 22) 435-4810

Mr. Jacek Zakowski
Visiting Lecturer, CSS
(Chair of Journalism, Collegium Civitas, Warsaw)
jaczak@hotmail.com
j.zakowski@polityka.com.pl
Office: (+48 22) 656 71 89; Palace of Culture & Science, 12th floor
Mobile: 0 601 317 874

FORMAT and DURATION

The course will meet for eight consecutive weeks from 5 to 7:30 p.m. (1700-1930) each Friday starting February 10, 2006. The class will meet in Room 200, CSS. There will be a short break each evening.

COURSE CONTENT

This is a new course being taught by two instructors who have not worked together previously as a teaching team. Thus, the course is largely experimental. The aim of the instructors is to tackle a subject of considerable current importance in Poland and other parts of Eastern and Southern Europe and countries of the former Soviet Union—the role of the mass media in emerging or maturing democracies.. The course aims to raise a number of vexing questions: Since 1989, how have the mass media fit in with the effort at transitioning to some form of democratic society and some form of free-market economy? What is the role of the media today compared to 1989, and what is the likely outlook for the future? What are the chief problems facing the media in time of transition and what strategies have been most successful and seem to hold the most promise? What about the changing role of the state and the private commercial sector? What are the

media's traditional roles in supporting democratic institutions, and to what extent are they successfully fulfilling those roles? Some of the readings will touch on experiences in other parts of the world, e.g., Egypt, India, Japan, South Africa, Latin America.

OUTLINE of COURSE

The course is designed to examine the subject pragmatically, as well as in the abstract. Mr. Zakowski will take charge of the pragmatic side of the course, which will involve bringing guests from various media organizations in the Warsaw area to discuss their actual experience with the media during time of transition. The guest speakers will represent a wide variety of media—radio, television, newspapers, magazines, advertising. In effect, the class will be studying media in time of transition on a case-by-case basis. A schedule listing the speakers, their professional affiliation, and the dates of their appearance will be handed out to students early in the teaching period.

Professor Gladney will take charge of the more abstract side of the course, which will require students to complete a selection of readings scheduled for each class session. These readings, which are drawn mostly from academic literature, deal with subjects such as theories of the press/media, theories related to free speech/free press, international communication theory, competing media systems, and the role of history, culture, and media in contemporary conflicts. The purpose of the readings is to provide an intellectual backdrop to the guest lectures, and to provide some theoretical understanding relevant to a discussion of media in time of transition. The readings also will serve as core resources for students as they prepare their reaction papers and course essay.

COURSE REQUIREMENTS and EVALUATION

Please consult the 2005-06 handbook for details of standard course requirements.

1. Students are expected to read all required readings found in the "Reading List and Course Schedule" below. The CSS library will make all the required readings available in PDF format; these will be available through common course files made available through the CSS Library. Generally, students should strive to do the readings by the date they are assigned on the Course Schedule. Bear in mind, however, that the guest speakers will not have read these readings. Therefore, the readings are most valuable as a source for the course essay and required reaction papers. Students are expected to participate in class discussion and attend class regularly. Students' active participation in the course will be graded, with the grade constituting 10 percent of the overall mark for the course. Recognition for active participation will be based on quality of discussion and reaction papers.

Reaction papers: Each student will be expected to write two 2-page reaction papers based on required reading material scheduled for two class sessions of the student's choosing. The papers must be turned in to the Professor Gladney during those class sessions. Because we want to allot maximum time for our guest speakers, there will be no oral presentations based on reaction papers. Professor Gladney will mark up the reaction papers and return them to students during the

following class session. The reaction papers will not receive a grade, but Professor Gladney will provide some evaluative comments in the margins of the papers. Early in the course, students will receive a handout offering guidance on how to write the reaction paper.

2. Each student will be required to write one 3,000-word essay (exclusive of abstract, endnotes, tables, etc.). Each student will select exclusively a topic for the essay from a list of possible topics to be provided by the professor. The list will be distributed to students about mid-way through the course. Also at that time students will receive a special handout, "Writing the Course Essay." Also, students should consult the CSS Handbook for instructions and advice on preparing the course essay.

Mass Media in Time of Transition

Reading List and Course Schedule

NOTE: The CSS library makes all assigned readings available in PDF format; these may be accessed through CSS common course files.

February 10

This class session will be devoted to organization of the course. Also, Professor Gladney will spend some time talking briefly about theories of the press and theories related to freedom of speech/press.

From Comparing Media Systems: Three Models of Media and Politics (2004), Daniel C. Hallin and Paolo Mancini, read the following:

Chapter 1—"Introduction"

Chapter 2—"Comparing Media Systems"

Chapter 3—"The Political Context of Media Systems"

Chapter 4—"Media and Political Systems, and the Question of Differentiation"

February 17

From Comparing Media Systems: Three Models of Media and Politics (2004), Daniel C. Hallin and Paolo Mancini:

Chapter 5—"Mediterranean or Polarized Pluralist Model"

Chapter 6—"The North/Central European or Democratic Corporatist Model"

Chapter 7—"The North Atlantic or Liberal Model"

Chapter 8—"The Forces and Limits of Homogenization"

Chapter 9—"Conclusion"

February 24

From Europe in the Media: A Comparison of Reporting, Representation, and Rhetoric in National Media Systems in Europe (2003), Deirdre Kevin:

Chapter 1—"Europe and the European Union: The Dynamics of Integration"

Chapter 2—"The Media and European Integration"

Chapter 3—"Overview of European News Coverage"

Chapter 4—"News Coverage of the European Parliamentary Election Campaigns"

Chapter 5—"The War in Kosovo: Media Debates About a 'European Crisis'"

March 3

From Europe in the Media: A Comparison of Reporting, Representation, and Rhetoric in National Media Systems in Europe (2003), Deirdre Kevin:

- Chapter 6—“News Coverage of Economic Issues”
- Chapter 7—“News About Other Countries and People in Europe”
- Chapter 8—“Reporting Europe: Trends and Developments”
- Chapter 9—“Overview of Programmes Dealing With Europe”
- Chapter 10—“Analysis of European Television Programme Content”
- Chapter 11—“Europe in the Media: Summary and Conclusion” [includes sections dealing with “Political Identification and European Citizenship,” “Connecting With a Wider Europe,” and “The Development of a European Public Sphere”]

March 10

From Communication in Eastern Europe: The Role of History, Culture, and Media in Contemporary Conflicts (1995), Fred L. Casmir, ed.:

- Chapter 7—“New Democratic Vistas: Demassification and the Polish Media,” by Scott R. Olson

From New Frontiers in International Communication Theory (2004), Mehdi Semati, ed.:

- Chapter 8—“Transfrontier Media, Law, and Cultural Policy in the European Union,” by Clifford A. Jones,

From The Global and the National: Media and Communications in Post-Communist Russia (2002), Terhi Rantanen:

- Chapter 2—“Media and Communications Systems in Russia”

From Communication and Democratic Reform in South Africa (2001), by Robert B. Horwitz:

- Chapter 1—“Introduction and Overview”

March 17

From International Communications: A Media Literacy Approach (2004), Art Silverblatt and Nikolai Zlobin:

- Chapter 6—“Analysis of National Media Systems”
- Chapter 7—“Case Studies: National Media Systems [Case studies include: China, Egypt, India, Jamaica, Japan, Moldova, New Zealand, Russia, and South Africa]”

March 24

From New Frontiers in International Communication Theory (2004), Mehdi Semati, ed.:

- Chapter 9—“Democratization and the Media: Reflections on the Central American Experience,” by Rick Rockwell

From Communication in Latin America: Journalism Mass Media, and Society, Richard R. Cole, ed.:

- Chapter 1—“Current Status of the Mass Media in Latin America,” by Robert T. Buckman
- Chapter 7—“Mexico’s Struggle for a Free Press,” by Murray Fromson

- Chapter 9—“Birth, Death, and Resurrection of Press Freedom in Chile,” by Robert T. Buckman
- Chapter 10—“The Media in Argentina: Struggling With the Absence of a Democratic Tradition,” by Omar Lavieri

March 31

From International Communications: A Media Literacy Approach (2004), Art Silverblatt and Nikolai Zlobin:

Chapter 8—“International Advertising”

From The Global and the National: Media and Communications in Post-Communist Russia (2002), Terhi Rantanen:

Chapter 6—“Advertising” [in Russia]

From Communication in Eastern Europe: The Role of History, Culture, and Media in Contemporary Conflicts, Fred L. Casmir, ed.:

Chapter 6—“Advertising and the Legitimacy Crisis of Eastern Europe,” by Carl C. Rohde and Carsten R. C. Pellicaan [case study of Hungary]

NOTE: During most class sessions, students will receive photocopies of brief current articles of interest. This supplemental material may help students think about the topic of media in emerging democracies, as well as help students as they plan their course essay.

In addition to the assigned readings for each class session, the following readings are highly recommended. They will be made available either on request or via PDF files.

Communication in Eastern Europe: The Role of History, Culture, and Media in Contemporary Conflicts, edited by Fred L. Casmir. Mahwah, NJ: Erlbaum, 1995. This book is a decade old but it deals with many crucial issues faced by media in Eastern and Southern Europe and countries of the former Soviet Union.

Four Theories of the Press, by Fred S. Siebert, Theodore Peterson, and Wilbur Schramm. Urbana, IL: University of Illinois Press, 1956. This classic book by pioneering mass communication scholars is still a must read for students of press theory.

“*Four Theories of the Press in Hindsight: Reflections on a Popular Model*,” by John Nerone. In Mehdi Semati, ed., New Frontiers in International Communication Theory (pp.21-32). This reading is a brief critique of the Four Theories of the Press book.

Democracy and the Mass Media, edited by Judith Lichtenberg. Cambridge: Cambridge University Press, 1990. An excellent collection of essays by a group of prominent scholars.