

UC Center Program Courses - Fall 2010

French Media in the E.U.

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Email consultation Mon-Wed / Office hours by appointment

This course will explore the interaction between French media and contemporary society. The aim of the course is to give participants a detailed understanding of the various media: press, radio, television, publishing and the internet. Themes will include the genesis and growth of the French media, institutionalization of the media, media and politics, media as a tool of power, and the identity of the French media within Europe and a globalized world. Each class will be divided in two parts: an interactive seminar followed by a workshop in which we will explore specific issues and questions in greater detail. The course will also include visits and guests. These will be noted in revisions to the syllabus as they are confirmed. [Communications, History, Sociology]; **5.0 credits**

OBJECTIVES

- Summarize structural differences between U.S. and European media systems
- Describe the emergence of modern French media and the role of deregulation
- Describe the role of economics and politics in French media
- Outline French entertainment media: celebrities, sports, tourism, music, fashion
- Describe and assess the influence of non-European, transnational and global media outlets
- Summarize and analyze specific case studies in French and European media

MATERIALS

- Hallin, Dan and Paolo Mancini (2004). *Comparing Media Systems: Three models of media and politics*. Cambridge University Press.
- Course Reader, CR hereafter

REQUIREMENTS

For detailed descriptions please see "Evaluation" at end of syllabus.

Dedication	20%
Reading & Discussion Team	15%
Case Study	20%
Mid term	20%
Final	25%

SCHEDULE

Readings appear in order of discussion.

SEP 14: INTRODUCTION

Overview of course and screening of *F for Fake* (1974) followed by discussion.

Questions to consider:

1. What is meant by "media"?
2. Describe your personal, national and global frame for viewing and critiquing media?
3. What are the common perceptions of French media?
4. Who are considered the founders of media theory?

SEP 21: THE EUROPEAN MEDIA LANDSCAPE

HALLIN & MANCINI : Introduction & Comparing Media Systems, pp. 1-45.

CR: Burton, Cathie & Drake, Alan (2004). The European Media Landscape in *Hitting the Headlines in Europe: A Country-By-Country Guide to Effective Media Relations*: 14-30 & 117-120.

CR: Baudrillard, Jean (2002). TV Fantasies. *Screened Out*: 186-190.

Questions to consider:

1. What are the regions and member states of the EU?
2. What is the European Union's role in media?
3. Describe Hallin & Mancini's method for studying European media.
4. Name some major European media cities and prominent media outlets.
5. What did Baudrillard suggest about television media?

Case Studies: European national media stereotypes: France, UK, Italy, Germany, Sweden, Greece

SEP 28: DEREGULATION & SOUTHERN EUROPE

CR: Papathanassopoulos, Stylianos. (1999). The Effects of Deregulation in *European Television in the Digital Age*: 9-32.

HALLIN & MANCINI: 5. The Mediterranean or the Polarized Pluralist Model, pp. 89-142.

CR: Humphreys, Peter J. (1996). Press freedom, the free market and the development of the modern press. Humphreys, Peter J. *Mass Media and Media Policy in Western Europe*. Manchester University Press: 18-42.

Questions to consider:

1. Explain the process of European media deregulation.
2. What are the 2 primary gauges of press freedom?
3. What are the countries and characteristics of French / Mediterranean media?
4. What is meant by "polarized pluralist"?

Case Studies: The French Conseil Supérieur de l'Audiovisuel (www.csa.fr), Liberation, La Croix, French Press Freedom

OCT 5: NORTHERN & EASTERN EUROPE

HALLIN & MANCINI: 6. North Central European Democratic Corporatist Model, pp. 143-197. **And** 7. The North Atlantic Liberal Model, pp. 198-248

CR: de Smaele, Hedwig. (2009). The Enlarged Audio-visual Europe. *Media in the Enlarged Europe*. Intellect: 13-21.

Questions to consider:

1. What are the countries of North Central and Northern Europe?
2. What is meant by "Democratic Corporatist" and "Liberal"?
3. What is meant by an "enlarged Europe"?
4. Describe the media challenges in Eastern Europe.

Case Studies: The BBC, Irish reporter Veronica Guerin, East German television, Romanian Investigative Journalism

OCT 12: FRENCH POLITICAL MEDIA & SCANDAL

HALLIN & MANCINI: 3. The Political Context of Media Systems, pp. 46-65.

CR: Papathanassopoulos (1999). Politics in the Television Age, in *European Television in the Digital Age*: 125-145.

CR: Kuhn, Raymond. (2007). The Public and the Private in Contemporary French Politics. *French Cultural Studies*, June vol. 18 (185 – 200).

CR: Chalaby, Jean. (2004). Scandal and the Rise of Investigative Reporting in France. Sage Publications: 1194-1207.

Questions to consider:

1. Summarize the main political characteristics of France and the Mediterranean region.
2. What is the famous phrase by Charles de Gaulle about the press?
3. What is law of privacy in French politics and media?
4. Describe the role of investigative reporting in France today.

Case Studies: Paul Virilio, French PSA's, French political blog <http://no-pasaran.blogspot.com/>, Jean Sarkozy & Neuilly-sur-Seine

OCT 19: MEDIA ECONOMIES & FRENCH ADVERTISING

ONLINE: Guy Debord, *The Society of the Spectacle*, Sections 1 & 2 only

<http://www.bopsecrets.org/SI/debord/> (excerpt of film to be screened in class)

CR: Hayward, Marc. (2009) Vernacular Geopolitics and Media Economies in an Enlarged Europe. Charles, Alec. *Media in the Enlarged Europe: Politics, Policy and Industry*: 125-131.

ONLINE: "Maurice Lévy: The Napoleon of advertising"

<http://www.independent.co.uk/news/media/maurice-leacutevy-the-napoleon-of-advertising-480150.html>

Questions to consider:

1. How is the *Society of the Spectacle* both outdated and still relevant?
2. How are media funded and what do funders gain?
3. What is Publicis?
4. In what ways does French advertising differ from the US?

Case Studies: Vivendi, Luxe TV, Vintage French ads, French car ads, French perfume ads

OCT 26: MIDTERM EXAM

NOV 2: THE CULTURE INDUSTRY & FRENCH SUBCULTURES

ONLINE: Theodor Adorno and Max Horkheimer, "The Culture Industry,"

<http://www.marxists.org/reference/archive/adorno/1944/culture-industry.htm>

CR: Tomlinson, John (1991). Media Imperialism. Tomlinson, John. *Cultural Imperialism: A Critical Introduction*, 1991: 45-64.

ONLINE: Roland Barthes, "Myth Today"

http://carbon.cudenver.edu/~mryder/itc_data/barthes/myth_today.html

CR: Ibrahim, Yasmin (2009). The Mediated 'Ummah' in Europe: The Islamic Influence in the Cultural Age. Charles, Alex, ed. *Media in the Enlarged Europe: Politics, Policy and Industry*, Intellect: 113-122.

Questions to consider:

1. What is the culture industry?
2. What are cultural and media imperialism?
3. What is the relationship between subculture and media?
4. How does the Islamic subculture transcend French national media?

Case Studies: CulturesFrance.com, top French film exports, imitation American films, the banlieue & its media representation

NOV 9: FRENCH ENTERTAINMENT, CELEBRITIES & REALITY TV

ONLINE: Darke, Chris (2007). Radical Chic (Cannes Chronology). *Sight & Sound*.

<http://www.bfi.org.uk/sightandsound/feature/49376/>

CR: Cannes: Cannes' Early Days & The Day They Killed the Fest, *Variety*, 1997.

*Screening of excerpt of *Tout Va Bien* (1972).

CR: Celebrity: God may have created Bardot, but has she finally fallen from grace?, *Belfast Telegraph*, Sep 25, 2009 and Extradition in *The Economist*, Oct 2009.

ONLINE: The Hunt for Roman Polanski

<http://www.telegraph.co.uk/culture/film/6240914/The-hunt-for-Roman-Polanski.html>

CR: Dauncey, Hugh. French 'Reality Television': More than a Matter of Taste? *European Journal of Communication* 1996; 83-102.

Questions to consider:

1. Describe the relationship between Cannes and French social issues.
2. How does fame relate to moral issues, and specifically with Bardot and Polanski?
3. Why are the celebrity journalists anonymous?
4. Name a popular French reality show and describe differences from those in the US.

Case Studies: Paris Match & French celebrity magazines, Le Prix du Danger (1983), French talk show *Toute Une Histoire*, French talk show *Le Grand Journal*

NOV 16: FRENCH SPORTS & TOURISM MEDIA

CR: Marchetti, Dominique (2003). "The changing organization of the Tour de France and its media coverage," *International Journal of the History of Sport* 20, 43-56.

CR: Baudrillard, Jean (2002). The Racing Driver and His Double. *TV Fantasies, Screened Out: 166-170.*

CR: Furlough, Ellen. (1998). Making Mass Vacations: Club Med. *Comparative Studies in Society & History*, vol 40 : 277-286.

CR: Theilmann, Rudiger. (2008). Brand Europe: Moves Towards Pan-European Identity. Charles, Alec, Ed. *Media in the Enlarged Europe: Politics, Policy and Industry*, Intellect: 97-104.

Questions to consider:

1. How have broadcast sporting events changed?
2. Describe the current relationship between Tour de France and the media?
3. Give examples of European place branding?
4. Give examples of how European sports media and tourism media combine.

Case Studies: Football's Zidane, Football's Greg Akcelrod, Eurostar advertisements, Biarritz tourism media, Corsica tourism media

NOV 23: FRENCH MUSIC & FASHION MEDIA

ONLINE: Robinson, Lisa. (2007). The Secret World of Serge Gainsbourg. *Vanity Fair*: <http://www.vanityfair.com/culture/features/2007/11/gainsbourg200711>

CR: Bosma, Josephine, et al. (1999). 12" as Medium. *Read Me by Nettime*: 400-402.

CR: Excerpts from Mallarmé's *La Dernière Mode* as re-printed in P.N. Furbank and A. M. Cain. *Mallarmé on Fashion: A Translation of the Fashion Magazine La Dernière Mode*. New York: Berg. 2004.

CR: Rocamora, Agnès (2006). Writing Readers in French Vogue. *Fashion Theory*: 153-174.

Questions to consider:

1. Describe Gainsbourg's role in French media and society?
2. What did the 12" have to do with European music?
3. Explain Mallarmé's fashion magazine.
4. What do the readers of French Vogue reveal about French national identity?

Case Studies: Eurosonic, Ecole des DJs Lyon, Fashion TV, Self Service, Purple Diary

NOV 30: GLOBAL & NEW MEDIA

HALLIN & MANCINI: 8. The Forces and Limits of Homogenization, pp. 251-295.

CR: Baudrillard, Jean. The Global and the Universal. *Screened Out: 156-159.*

CR: Badiou, Alain and David Fernbach (2008). Ch. 3 & Only One World. *The Meaning of Sarkozy*, Verso, 2008: 43-70.

CR: Charles, Alec (2009) New Media, New Europe: Estonia's E-mediated State. Charles, Alec. *Media in the Enlarged Europe: Politics, Policy and Industry*, Intellect: 207-220.

Questions to consider:

1. What is global media? Give some examples.
2. Describe the process of European homogenization versus globalization.
3. What is the difference between the global and the universal?
4. What is new media? Give some examples.
5. What are some of the positives and negatives of new media?

Case Studies: "Global" commercials and ad campaigns, Nicolas Hulot, Skyrock, Tuenti

DEC 7: FINAL

EVALUATION**Grading Scale**

100-90% A, 89-80% B, 79-70% C, 69-60% D, 59-0% F with 3% range +/-

Assignments are due at start of class, those submitted following class or later, must be posted/printed, signed & dated by administration & **lose 5% of total grade for each day.**

Dedication**20%**

Lateness and unexcused absences deduct from this portion of the grade. Please read all assignments and participate in class discussion and activities. Contribute to an atmosphere of respect - no laptops, texting or eating. Outside online media aspects of the class are mandatory.

Blog: 1 team contribution & 1 personal contribution, please use your name

www.frenchmediastudies.blogspot.com

Log on at www.blogger.com

Pass: studentsinparis@gmail.com / parismay1968

Twitter: Contribute throughout the semester posting relevant media links by name

Log on at www.twitter.com UCFrenchmedia / Pass: parismay1968.

Reading & Discussion Team**15%**

During the first half of each class we will cover the reading material. I will lead the class in lecture and a team will help lead our discussion.

1. See me at the end of the class before your week. I will discuss with the team how to divide the reading notes.
2. Read all the material and focus specifically on your assigned text or texts, completing the form at the end of this document for each reading, to be turned in to me.
3. Create a 1-2 paragraph, maximum 400 words, typed summary of the reading for the blog, including any related images or links. You should meet as a group to discuss your summaries and they should all be combined into one post, titled by the title of class for that day, with all team names as first line, and posted in advance of class.
4. Bring the completed form/s to class. You do not need to print the blog entry. During class you should respond to any questions about the reading and to engage others.

Case Study**20%**

During the last hour of each class we will divide into small groups and focus on particular case studies. You will choose one case study, other than a class for which you are on a team. Case studies will be decided weeks before as they may take longer to research than readings.

1. You must do independent background research on the case topic.
2. Compose 4-5 pages of text, maximum 1000 words, with 2-4 images and any related links, posted to the blog with case study title and your name in advance of class.
3. You must print a copy of the case study text and any group materials to be turned in.
4. During class you will lead a small group in the case study topic by providing printed facts for discussion, questions or an activity. Due to time limits, you should plan to work with your group for 20 minutes followed by a full class discussion of each case.

Mid term**20%**

Short answer from class discussion and essays concerning the reading, optional open note

Final**25%**

Final cumulative essay, optional open note

All materials submitted to me and the blog should be original. When cutting and pasting information use quotations and link or cite the original source & image sources. Failing to do so risks both your individual and team grade.

Please back up your materials. Use an external back up, email back up or other system. This warning means a late assignment due to computer error will be counted as late.

Complete this form for each reading before meeting your team. You may photocopy or re-type your responses. Email not accepted. You must turn it in the day you present or starting following class it will be counted late -5% a day.

READING & DISCUSSION TEAM: _____

NAME: _____

READING: _____

1. What is the context? When and where the text was published?

2. Who is the author? Look up the author online and summarize.

3. What is the approach? Is the article historical or theoretical? Is it trying to present facts and research or persuade?

4. What are the terms? What key words are repeated throughout?

5. What is the point of view? Reading the conclusion or last paragraph will suggest the author's position.

6. How can it be applied? Is there evidence of the ideas in the real world? Is it outdated?

***Note any concerns about team cooperation on the back of this document.**