

**UCEAP FRANCE PROGRAM  
PARIS, FRANCE**

**MEDIA, POLITICS AND SOCIETY IN FRANCE AND THE EU  
COMMUNICATIONS 117**

**FALL 2018**

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**1. COURSE INFORMATION**

**Class Times:** M 3:45-5:15pm and T 11:30am-1:00pm (unless otherwise indicated on course schedule)  
**Class Location:** ACCENT Study Center  
**Language of Instruction:** English  
**UC Quarter/Semester Credits:** 5/3.33  
**UCEAP Course Subject Area(s):** Communications, Political Science, Film and Media Studies, Sociology  
**Course Duration (weeks):** 13 weeks

**2. FACULTY INFORMATION**

**Faculty:** Joav Toker  
**Faculty Contact Information:** tokerj@free.fr  
**Office:** UC Paris Study Center  
**Office Hours:** by appointment

**3. COURSE DESCRIPTION**

This course will explore and critically analyze major institutions, actors and trends in contemporary French and European Media and attempt to situate them in the larger contexts of “unifying” Europe and “globalized” world-media-scene.

We will examine the operational schemes, performances and internal decisional and power structures of different branches of French media: print national & regional press, specialized magazines, the publishing industry, advertising, radio, television, the internet.

We will attempt a specific analysis regarding the international and French implications of the growing potential of social networks and “New Media.” We’ll critically review some aspects of the growing confusion –both in terms of competition and compatibility—between “new” and “old” media and their political, social and cultural impacts.

In the domain of social and political presence we will study and question practices of newsgathering, deontological principles and constraints, media performance under pressure of time, context, profit-making-structures, politics, violence, ethics and ideologies. We will examine forms and styles of “information,” editorial policies and the variety of notions of “Democratic pluralism” and “freedom of expression” across the French and European Media landscapes.

We will try to define, decode and interpret distinctions between “news,” “commentary” and “analysis” as they are being treated on the French and European media scenes. We’ll analyze what all these may mean, encourage, cultivate or block in terms of politics, society, culture and media during “high times” of political turmoil, violent crisis or social unrest.

In the domain of entertainment and “services” offered by the Media we will examine different variations of publishing, broadcasting and ‘accompanying’ practices over the last 20-30 years. We may attempt a parallel analysis of possible interaction between these two domains (News/Entertainment), following political and ideological lines and some study of the dynamics of change along the ambitions, the strategies and the priorities of the media industries alongside “public demand.”

**4. COURSE MATERIALS**

Kuhn, Raymond. *The Media in Contemporary France*, McGraw-Hill Education, 2011. Print.  
Course Reader, hereafter [CR]

## 5. COURSE LEARNING OUTCOMES

- The overriding aim of this course is to provide students with the tools to understand the evolution of contemporary French and European media and its place in the global context through an in-depth examination of the diverse forms and trends in this fast-changing landscape.
- Students will be presented techniques to evaluate the historical context and analyze contemporary practices and trends in both traditional and “new” French and European media.
- Through discussion, presentation, and written assignments, students will also develop skills to engage in comparisons of European media characteristics with the US media sphere alongside “global” considerations of modern media impacts.
- Students will gain an understanding, by experiencing it first-hand, the way in which media is constructed through a class visit to a multi-lingual French news station.

## 6. PREREQUISITES

There are no prerequisites for this course.

## 7. METHODS OF INSTRUCTION

Class sessions will consist of traditional lectures with critical discussions and the analysis of print, illustrated, audio, visual and virtual ‘excerpts.’

Every session will include a compact set of a variety of short oral-presentations by students (about 5-8 minutes long), addressing specific aspects of the assigned reading material, previous (or future) class discussions and the “field visits.” Some class presentations will be organized in a form of “critical teams” or “simulation-panels.”

## 8. COURSE REQUIREMENTS

### Lectures & Site Visits

Class meetings will last 1.5 hours per session. Class time will be divided between lectures and group discussions in which active student participation is required. Students are expected to read the material assigned for each class and be prepared to discuss the material.

In addition, students will meet for periodic site visits:

Week 4: Media Visit (TBC)

Week 10: Media Visit (TBC)

### Class Participation

Attendance and active participation are required. Students are expected to do the readings assigned for each class meeting beforehand, and to actively participate in class discussions.

For the purposes of this class, keeping up steadily with current French and European news is strictly required. (International Herald Tribune, RFI-Radio France Internationale, France-24 in English, other English and French ‘old’ and ‘new’ media outlets). Informed and challenging opinions are highly encouraged during class ‘reports,’ presentations and discussions.

### Class Report

Students will perform an oral presentation, accompanied by a written component, in which they analyze, compare, and critically evaluate media coverage, operational modes and involvement in the French and European political, social, cultural, and “mental” landscape.

### Written Assessment – 2 Reaction Papers

Critical thought and analytical writing are fundamental components of the course and the final grade. Students will submit two short reaction papers, 2-3 pages each, on a guest lecture and on the media station site visit relating these to the assigned course material.

Assignments must be 2-3 pages long, they must be typed, double-spaced in Times New Roman (12pt) and 2.5cm/1-inch margins on all four sides. The essay will be submitted in class on the date specified on the course schedule. No late submissions will be accepted.

### Midterm Exam and Final Exam

The midterm and final exams aim at evaluating students' ability to apply the knowledge and skills they have acquired by analyzing media products and evaluating the interactive role played by the media in power-sharing structures in the context of political, economic and social trends. Students will be required to compose their ideas in essay form and in a manner that addresses the topic as it relates to course content.

## 9. ASSESSMENT AND GRADING CRITERIA

The course will be graded on a 100-point scale, and the final grade will be determined as follows:

- Class Participation 15%
- Class Reports 15%
- Reaction Papers 2 30%
- Midterm Exam 20%
- Final Exam 20%

The numerical average will correspond to the following degrees of competence:

- 90 – 100 *Outstanding degree of competence*
- 80 – 89 *Good degree of competence*
- 70 – 79 *Adequate degree of competence*
- 60 – 69 *Basic degree of competence*
- 0 – 59 *Failure to demonstrate a basic degree of competence*

## 10. ATTENDANCE POLICY

Attendance is expected in all course meetings, course-related activities and visits/excursions on UCEAP programs.

- Students should plan to arrive on time to all course meetings. Students will be marked absent if they are not present at the start of class. Students will also be marked absent if they skip out early.
- Roll will be called as a matter of course. The class register is the official record of student attendance.
- Absences will adversely affect course participation grades.  
Students will be required to meet with the Academic Director if it is determined that their lack of participation in a course has a negative impact on the other students in the class (e.g., group presentations). When appropriate, the Academic Director will confer with UCEAP on disciplinary measures to take, including probation and dismissal from the program.
- No MAKE-UPS for missed work: if a student is absent on a day when there is some form of assessment (quiz, test, presentation, exam, etc.), there will be no make-ups.
- NO LATE ASSIGNMENTS: No late assignments will be accepted and no extensions will be given.
- No guests are allowed to participate in any UCEAP courses or site visits.

## 11. CLASS ETIQUETTE

Students studying abroad are ambassadors for the University of California and as such, should act with decorum and respect for others at all times. As participants on the UCEAP Fall Semester Program in Paris students are subject to student conduct policies of UCEAP and ACCENT.

Students should seek to play their part in making the class a success. Students should arrive punctually for classes, taking special care to allow for journey times between the various venues. They should come to class with the necessary materials for taking notes, and bringing with them any books or suchlike required for the class. Students will be responsible for obtaining their own copies of any missed assignments and materials.

Food and drink may NOT be brought into the classroom or consumed during class. Cell phones and other electronic devices should be switched off upon entering the classroom or lecture room.

For more information, please consult the UCEAP Student Conduct and Discipline Policy at [http://eap.ucop.edu/Documents/Policies/student\\_conduct\\_discipline.pdf](http://eap.ucop.edu/Documents/Policies/student_conduct_discipline.pdf).

## 12. ACADEMIC INTEGRITY

Students should remember that they are still subject to the academic integrity provisions of the University of California. The principle of honesty must be upheld if the integrity of scholarship is to be maintained by an academic community.

This means that all academic work—research papers, exams, and/or other assignments—will be done by the student to whom it is assigned, without unauthorized aid of any kind. Likewise, any act of academic misconduct, such as cheating, fabrication, forgery, plagiarism, or facilitating academic dishonesty, will subject a student to disciplinary action.

For more information, please consult UCEAP Academic Conduct Policy at [http://eap.ucop.edu/Documents/Policies/academic\\_conduct.pdf](http://eap.ucop.edu/Documents/Policies/academic_conduct.pdf).

### 13. STUDENT ACCOMMODATIONS

UCEAP is committed to facilitating welcoming and reasonably accessible programs. Any student who because of a disability may require special arrangements in order to meet course requirement should present appropriate verification from the campus Disability Student Office to UCEAP advisors during the application process, and should contact Paris Director upon arrival to confirm the approved accommodations. No requirement exists that accommodations be made prior to completion of this approved university procedure. Disability status is confidential and should always be discussed in private.

For more information, please consult UCEAP Official website at <http://eap.ucop.edu/Diversity/Pages/students-with-disabilities.aspx>.

### 14. COURSE SCHEDULE

Please bear in mind that the order and the content of sessions may be modified on short notice due to breaking French or European major news developments.

Date	Contents & Readings	Coursework & Site Visits
<p><i>WEEK 1</i></p> <p>Monday, Sept. 10<sup>th</sup></p>	<p><i>TOPIC:</i> Introduction: What shall we be looking for? How shall we proceed? Some terminology, short-term / long-term definitions we will be dealing with regarding media, political, social and cultural 'spheres'. Traditional Media vs. the Virtual, the NET, Social Networks and their challenges.</p> <p><i>READINGS:</i> Kuhn, Raymond. (2011). Historical development of the media in France. <i>The Media in Contemporary France</i>, McGraw - Hill Education, Introduction + ch.1, pp. 1-28.</p>	
<p><i>WEEK 1</i></p> <p>Tuesday, Sept. 11<sup>th</sup></p>	<p><i>TOPIC:</i> Continues from Monday, Sept. 10<sup>th</sup></p> <p><i>READINGS:</i> Continues from Monday, Sept. 10<sup>th</sup></p>	
<p><i>WEEK 2</i></p> <p>Monday, Sept. 17<sup>th</sup></p>	<p><i>TOPIC:</i> Mapping the Media and political scenes: "Horizontal view" of French Media scene: Who's who in the written Press, Radio, Television, the NET, Publishing &amp; Advertisement Industries; 'specialized' press, "free-time", leisure and "Magazine" press; Media institutions of reference; Notions in historical and 'trend' evolutions.</p>	<p><b>Class Report</b></p>

	<p><b>READINGS:</b> Chalaby, Jean K. (2002). Reason of State and Public Communications: De Gaulle in Context. <i>The De Gaulle Presidency and the Media</i>, ch. 9, pp. 189-208. [CR]</p> <p>Kuhn, Raymond. (2011). The contemporary media landscape. <i>The Media in Contemporary France</i>, McGraw - Hill Education, ch.2, pp. 29-57.</p>	
<p><b>WEEK 2</b> Tuesday, Sept. 18<sup>th</sup></p>	<p><b>TOPIC:</b> Continues from Monday, Sept. 17<sup>th</sup></p> <p><b>READINGS:</b> Continues from Monday, Sept. 17<sup>th</sup></p>	<p><b>Class Report</b></p>
<p><b>WEEK 3</b> Monday, Sept. 24<sup>th</sup></p>	<p><b>TOPIC:</b> Media 'machinery' and performance: How do they operate, compete, comply, survive, disappear or flourish?; Instincts, ambitions, limitations and constraints of media coverage and production; senses of editorial, production and financial innovation facing the "New Media."</p> <p><b>READINGS:</b> Oates, Sarah. (2008). The Internet and Democracy. <i>Introduction to Media and Politics</i>, Sage, L.A., London, pp. 155-176. [CR]</p> <p>Fenton, Natalie. (2011). Drowning or Waving? New Media, Journalism and democracy; In Fenton, Natalie (ed.) <i>New Media, Old News: Journalism &amp; democracy in the Digital Age</i>; Sage, London, Los-Angeles, Part 1, Introduction, pp. 3-15. [CR]</p>	<p><b>Class Report</b></p>
<p><b>WEEK 3</b> Tuesday, Sept. 25<sup>th</sup></p>	<p><b>TOPIC:</b> Continues from Monday, Sept. 24<sup>th</sup></p> <p><b>Preparation for the 1st Media visit.</b></p> <p><b>READINGS:</b> Continues from Monday, Sept. 24<sup>th</sup></p>	<p><b>Class Report</b></p>
<p><b>WEEK 4</b> Monday, Oct. 1<sup>st</sup></p>	<p><b>TOPIC:</b> "Civil Societies", French and European Political Landscape: How does the media influence politics? what impacts it may carry over civil societies? What is it's effect on political awareness, participation and electoral campaigning: on the French internal scene and in the context of European and international positioning? Does media have a role in the European unification process?</p> <p><b>READINGS:</b> Nye, Joseph S. Jr. (2008). Public Diplomacy and Soft Power, <i>The ANNALS of the American</i></p>	<p><b>Site Visit #1: Media visit off-site or guest lecture (TBA)</b></p>

	<p>Academy of Political and Social Science 616: 94-109, In Daya Kishan Thussu (ed.) (2009). <i>International Communication: A Reader</i>, Routledge, London &amp; New York, pp. 333-344. [CR]</p> <p>Ibrahim, Yasmin (2009). The Mediated 'Ummah' in Europe: The Islamic Influence in the Cultural Age. Charles, Alex, ed. <i>Media in the Enlarged Europe: Politics, Policy and Industry, Intellect</i>, pp. 113-122. [CR]</p>	
<p><b>WEEK 4</b> Tuesday, Oct. 2<sup>nd</sup></p>	<p><b>TOPIC:</b> Continues from Monday, Oct. 1<sup>st</sup></p> <p><b>READINGS:</b> Continues from Monday, Oct. 1<sup>st</sup></p>	<p><b>Reaction Paper #1 Due (beginning of lecture)</b></p>
<p><b>WEEK 5</b> Monday, Oct. 8<sup>th</sup></p>	<p><b>TOPIC:</b> Media as public actors: facts, emotions, analysis, power and counter-power. Approaches and nuances related to notions of "media influence" in politics, society and "culture"; Dynamics and impacts of the 'New Media'; Notions of the 'local', the 'national', the 'European' and the 'Global'.</p> <p><b>READINGS:</b> Baubérot, Jean (2009). Laïcité and the Challenge of 'Republicanism', <i>Modern and Contemporary France</i>, vol. 17, No. 2, pp. 189-198. [CR]</p> <p>Vince, Natalya. (2010). France, Islam and Laïcité : Colonial Exceptions, Contemporary Reinventions and European Convergence. Chafer, Tony and Godin, Emmanuel ed. <i>The End of French Exception? Decline and Revival of the 'French Model'</i>. ch. 8., pp. 153-170. [CR]</p>	<p><b>Class Report</b></p>
<p><b>WEEK 5</b> Tuesday, Oct. 9<sup>th</sup></p>	<p><b>TOPIC:</b> Continues from Monday, Oct. 8<sup>th</sup></p> <p><b>READINGS:</b> Continues from Monday, Oct. 8<sup>th</sup></p>	<p><b>Class Report</b></p>
<p><b>WEEK 6</b> Monday, Oct. 15<sup>th</sup></p>	<p><b>TOPIC:</b> Media business models: Commercial realities and constraints; Political affiliations and sympathies, regulation and innovation; Free media outlets, advertisement, free downloads and copyrights; Who's really in charge: The President, the Parliament, the Bureaucracy or the Market...?</p> <p><b>READINGS:</b></p>	<p><b>Class Report</b></p>

	<p>Kuhn, Raymond. (2011). Media pluralism. <i>The Media in Contemporary France</i>, McGraw - Hill Education, ch.3, pp. 59-80.</p> <p>Tworzecki, Hubert. (2012). Political Communication and Media Effects in the Context of New Democracies of East-Central Europe. Semetko, Holli A. &amp; Scammell, Margaret [Ed.], <i>The Sage Handbook of Political Communication</i> (2012), ch. 35. [CR]</p>	
<b>WEEK 6</b> Tuesday, Oct. 16 <sup>th</sup>	<p><b>TOPIC:</b> Continues from Monday, Oct. 15<sup>th</sup></p>	<b>Class Report</b>
	<p><b>READINGS:</b> Continues from Monday, Oct. 15<sup>th</sup></p>	
<b>WEEK 7</b> Monday, Oct. 22 <sup>nd</sup>	<p><b>TOPIC:</b> Review for Midterm</p>	
<b>WEEK 7</b> Tuesday, Oct. 23 <sup>rd</sup>	<b>MIDTERM EXAM</b>	
<b>October 29<sup>th</sup>-November 4<sup>th</sup>: FALL BREAK</b>		
<b>WEEK 8</b> Monday, Nov. 5 <sup>th</sup>	<p><b>TOPIC:</b> The Media and French 'universal' claim: The 'Francophonie'; Revised notions of "Soft Power" in Media, in Diplomacy and the "peaceful deployment of Democracy"; "across the borders" multi-directional impacts. Some EU comparisons: Northern 'Rhine Model', British traditions and "solidity", Mediterranean Europe, the Central-Eastern newcomers to the EU; Media as players in the European unification process.</p>	<b>Class Report</b>
	<p><b>READINGS:</b> Kuhn, Raymond. (2011). The French Media on the World Stage. <i>The Media in Contemporary France</i>, McGraw - Hill Education, ch.7, pp. 143-163.</p> <p>Mason, Moya K. (1999). La Francophonie: The History, Structures, Organization and Philosophical Underpinnings; report to the "Organisation Internationale de la Francophonie" (excerpts). [CR]</p>	
<b>WEEK 8</b> Tuesday, Nov. 6 <sup>th</sup>	<p><b>TOPIC:</b> Continues from Monday, Nov. 5<sup>th</sup></p>	<b>Class Report</b>

	<p><b>READINGS:</b> Continues from Monday, Nov. 5<sup>th</sup></p>	
<p><b>WEEK 9</b> Monday, Nov. 12<sup>th</sup></p>	<p><b>TOPIC:</b> Entertainment à la française, à l'européenne, reality shows and voyeurism. The problematic fascination with Media "violence"; Concepts of 'Elites' and 'Peuple' in French history, politics &amp; mass-media; Different notions of "responsibility" and "awareness" in political and Media behaviour; Interactivity and confrontation between the traditional and the 'New' media.</p> <p><b>READINGS:</b> Dauncey, Hugh. (2010). L'exception culturelle'. Chafer, Tony and Godin, Emmanuel (ed.) <i>The End of French Exception? Decline and Revival of the 'French Model'</i>, ch. 4, pp. 72-84. [CR]</p> <p>Harmesen, Robert. (2010). French Eurosepticism and the Construction of National Exceptionism. Chafer, Tony and Godin, Emmanuel ed. <i>The End of French Exception? Decline and Revival of the 'French Model'</i>, ch. 6. pp. 105-122. [CR]</p>	<p><b>Class Report</b></p>
<p><b>WEEK 9</b> Tuesday, Nov. 13<sup>th</sup></p>	<p><b>TOPIC:</b> Continues from Monday, Nov. 12<sup>th</sup></p> <p><b>READINGS:</b> Continues from Monday, Nov. 12<sup>th</sup></p>	<p><b>Class Report</b></p>
<p><b>WEEK 10</b> Monday, Nov. 19<sup>th</sup></p>	<p><b>TOPIC:</b> Media visit</p> <p><b>READINGS:</b> Baudrillard, Jean (2002). The Racing Driver and His Double. TV Fantasies, <i>Screened Out</i>. pp. 166-170. [CR]</p>	<p><b>Site Visit #2:</b> At the headquarters and studios of a major Radio or Television 'institutional' station (RFI, France 2, France 3, France 24, Canal Plus, etc).</p>
<p><b>WEEK 10</b> Tuesday, Nov. 20<sup>th</sup></p>	<p><b>TOPIC:</b> Debriefing of the 2nd Media-visit.</p> <p><b>READINGS:</b> Continues from Monday, Nov. 19<sup>th</sup></p>	<p><b>Class Report</b></p>
<p><b>WEEK 11</b> Monday, Nov. 26<sup>th</sup></p>	<p><b>TOPIC:</b> "La République est UNE": Liberté, Egalité, Fraternité and Laïcité ; Media contributions and controversies in the domains of « National Identity », immigration, ethnic diversity and "communautarisme"; Cultural 'shocks', nationalism, patriotism, xenophobia.</p> <p><b>READINGS:</b> Kuhn, Raymond. (2011). The political executive and news management. <i>The Media in</i></p>	<p><b>Class Report</b></p>

	<p><i>Contemporary France</i>, McGraw - Hill Education, ch.5, pp. 101-120.</p> <p>Drake, Helen. (2010). France, Europe and the Limits of Exceptionalism. Chafer, Tony and Godin, Emmanuel ed. <i>The End of French Exception? Decline and Revival of the 'French Model'</i>, ch. 10, pp. 187-202. [CR]</p>	
<p><b>WEEK 11</b> Tuesday, Nov. 27<sup>th</sup></p>	<p><b>TOPIC:</b> Continues from Monday, Nov. 26<sup>th</sup></p>	<p><b>Class Report</b></p>
	<p><b>READINGS:</b> Continues from Monday, Nov. 26<sup>th</sup></p>	
<p><b>WEEK 12</b> Monday, Dec. 3<sup>rd</sup></p>	<p><b>TOPIC:</b> And what's next?: Where are we heading towards, in France, within the 'Francophonie', in the European Union? Balances and adversities between 'New' and 'Traditional' Media, contextual relativities, rapidly changing criteria.</p>	<p><b>Class Report</b></p>
	<p><b>READINGS:</b> Kuhn, Raymond. (2011). Conclusion. <i>The Media in Contemporary France</i>, McGraw - Hill Education, pp. 165-168.</p> <p>Bollinger, Lee C. (2010). Regardless of Frontiers. <i>Uninhibited, Robust and Wide-Open: A free Press for a New Century</i>, Oxford University Press, ch. 3, pp. 68-106. [CR]</p>	
<p><b>WEEK 12</b> Tuesday, Dec. 4<sup>th</sup></p>	<p><b>TOPIC:</b> Continues from Monday, Dec. 3<sup>rd</sup></p>	<p><b>Reaction Paper #2 Due (beginning of lecture)</b></p>
	<p><b>READINGS:</b> Continues from Monday, Dec. 3<sup>rd</sup></p>	
<p><b>WEEK 13</b> Monday, Dec. 10<sup>th</sup></p>	<p><b>TOPIC:</b> Review for Final Exam</p>	
<p><b>WEEK 13</b> Tuesday, Dec. 11<sup>th</sup></p>	<p><b>FINAL EXAM</b></p>	