

**BOSTON UNIVERSITY
COURSE SYLLABUS**

COM CM 415 - *Mass Media in Ireland*

Lecturer: Roddy Flynn, Ph.D.

Tuesdays 6:30 - 9:00 pm (Weeks 8 through 15)

Fridays 1:00 - 3:30 pm (Weeks 8 through 15)

Course Overview

The course *Mass Media in Ireland* aims to give an overview of the historical development of the mass media in Ireland, and to place current debates in their socio-cultural context. The course will employ a range of approaches, including political economy, cultural studies and theories of representation, in an attempt to provide a multidisciplinary perspective. The knowledge and experience of the participants with regard to media in the US will provide a valuable resource for the course.

Objectives

On completion of this course, students should be able to:

- Outline political, cultural and economic forces influential in the history and landscape of Irish film and broadcasting.
- Compare and contrast the systems, policies and values of media environments in Ireland & Europe with the US.
- Critically discuss questions of representation, with regard to Irish film and television, and Ireland as a subject matter.
- Understand the position of Irish media in a changing and globalising media landscape.
- Discuss questions of social reception in relation to media and society in Ireland.

Methodology

The classes will be taught by input & discussion. Class presentations are viewed as being central to stimulating debate and participation. Guest lectures will be invited to make contributions in particular fields of expertise. Screenings and field trips will also form part of the course.

Core Readings

The central text for this course will be Pettitt's *Screening Ireland*; the other required books are Kiberd's *Media in Ireland – The Search for Diversity* and Kelly & O'Connor's *Media Audiences in Ireland*.

Suggested Readings

Cinema

McLoone, Martin (2000) *Irish Film: the Emergence of Contemporary Cinema*
Hill, John (ed) (1994) *Border Crossing: Film in Ireland, Britain and Europe*.
Rockett, Gibbons Hill (1987) *Cinema and Ireland*

Broadcasting

Horgan, John (2001) *Irish Media: A Critical History Since 1922*
McLoone et al (1991) *Cultural Identity and Broadcasting in Ireland*
Rolston Bill (ed) (1996) *War and Words: the Northern Ireland Media Reader*

Audience analysis

Kelly Mary J & Barbara O' Connor (1997) *Media Audiences in Ireland: Power and Cultural Identity*

Grading Criteria

Assessment will be by essay and written exam. A percentage will also be allocated for attendance and participation.

- An essay of 2-3000 words will be submitted mid-semester, topics will be provided but students are free to suggest and agree a research interest with the lecturer. Percentage allocated: **40%**.
- Written exam. Details will be provided closer to the exam period. Percentage allocated: **50%**.
- Attendance and Participation. Percentage allocated: **10%**.

Chronology

- Week 1** Course overview and introduction. The field of Irish media studies. Technical information and distribution of presentations.
Focus on broadcasting: the development of Irish television in a socio-political context.
- Week 2** *Focus on broadcasting:* public service broadcasting and current debates on the theory, policy and practice.
Focus on print: the social and political history of Irish newspapers.
- Week 3** *Focus on cinema:* a political economic history of the Irish cinema 'industry'.
Focus on media and society: considering research on media audiences in Ireland.
- Week 4** *Focus on radio:* the role of radio in Irish society.
Focus on cinema: examining representation – screening #1
- Week 5** *'Filming Ireland, Ireland on film':* politics and realities in representation.
Screening #2.
- Week 6** *Issues in cinema:* gender and representation in Irish film.
Focus on television: the world on Irish screens – representations and multiculturalism.
- Week 7** Media Practitioners Panel: discussing Irish media today.
Course review and conclusions.
- Week 8** Final Lecture – revision of course
Final exam.

Guest Lecturers

□ Dr Pat Brereton

Pat is a lecturer in the School of Communications, DCU. He is director of the BA degree in multimedia and the author of *The Continuum Guide to Media Education* (2001)

□ Maeve Connolly

Maeve is an artist, writer and doctoral candidate at Dublin City University.

She is the co-editor of *The Glass Eye: Artists and Television* (Dublin: Project Press, 2000) and contributing editor (Film/Cinema) for the forthcoming *Routledge Encyclopaedia of Contemporary Irish Culture*.

□ Michael Foley

Michael is senior lecturer in journalism in the School of Media, Dublin Institute of Technology, and a regular contributor to the *Irish Times* and *Index on Censorship*.

□ Debbie Ging

Debbie is a lecturer and doctoral student in the School of Communications, DCU. Her PhD work is on Irish masculinity and popular culture. She has been teaching film and cultural studies for the last six

years

□ Natalie McDonnell

Natalie is a counsellor and researcher with Centre Point in Dublin. She holds an MA in ethnic and racial studies from Trinity College Dublin, and is currently publishing research on parades and political identities in Ireland.

Terms and Conditions

Full attendance and participation in class is required. Essays should answer the question posed or discuss the topic set. Essays should include a discussion of different positions from the material research, develop an argument relevant to the topic and reach a conclusion. Excessively long quotations should not be used and all quotations must be clearly designated by quotation marks and duly acknowledged. All papers must be typed and double-spaced. It is essential that you provide full references of your sources in the text, at the end or in footnotes. In addition you should attach a full bibliography. Please note that proper and full referencing is one of the marking criteria.

Plagiarism

All students are responsible for having read the Boston University statement on plagiarism, which is available in the Academic Conduct Code. Students are advised that the penalty against students on a Boston University program for cheating on examinations or plagiarism may be "...expulsion from the program or the University or such other penalty as may be recommended by the Committee on Student Academic Conduct, subject to approval by the dean."