



Boston University Study Abroad London

Boston University Study Abroad London COM CM 744 – British Media in the Digital Age

Summer 2018

Instructor Information

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| A. Name | Alison Palmer |
| B. Day and Time | Mondays and Tuesdays 1:15PM – 5:15PM (specific dates and times listed below) |
| C. Location | |
| D. BU Telephone | |
| E. Email | |
| F. Office Hours | By appointment |

On-going term project/research paper:

Throughout the term, you'll choose a UK 'media publication' (newspaper, TV news, digital presence) and choose a foreign 'media publication.' Throughout the term compare across:

- Choice of topics
- Ways they report
- Range of ways they try to engage with their consumers
- Political leanings and how they get involved in social issues
- Business models
- Interaction with brands/commercial entities
- Vision, mission, and future strategy

The final paper will be to 1) compare these publications 2) suggest elements the UK publication could benefit from 3) recommend a new strategic idea for improved engagement/cut through

In class presentation:

- 1) What is the next big change in UK media landscape, and why
- 2) If you were giving advice to someone transferring to the UK for marketing/PR/comms (where media interaction is crucial) what would it be
- 3) What are the 3 things one of the following should be most aware of to deal with the UK media landscape in the future
 - 1) Politicians, 2) Comms professionals, 3) Or a Start Up business

The readings and homework listed underneath the topics for each class are due for THAT class date. For example, reading listed for May 29th class needs to be done for May 29th

Overview:

Date	Topic	Where
The Groundwork		
25 May	Same story, New story?: The Writer	Almeida Theatre @ 7
29 May	The Long and Winding Road: the pillars that create the UK environment	Churchill Room
Today and the questions it poses		
4 June	Unknown, Knowns: digital media's role in today's biggest events and what they tell us about the future	Saatchi Gallery @13.00
5 June	Curiouser and curiouser...the artificial on/offline barriers: how digital impacts the tangible and the other way around. How is offline creating online sensations	Street art tour meet @ 13.00
11 June	Mind the gap: the networks old, new, next	Tate Modern
12 June	Mind the gap: networks in practice, what could come next	Churchill Room/ V&A
18 June	A tale of new industries: a deep dive look at one industry and how the digital revolution has changed everything	Churchill Room
19 June	CLASS TO BE HELD ON 20 JUNE	Museum of Brands
The Application		
25 June	You—creating the digital work of tomorrow: deep discussion of digital masters today	Churchill Room
26 June	In class presentations	

<p>25 MAY Same Story, New Story?</p> <p>VISIT: The Writer, Almeida Theatre https://almeida.co.uk/whats-on/the-writer/16-apr-2018-26-may-2018</p> <p>Questions to think about during the play:</p> <ul style="list-style-type: none"> - What is different AND the same in today's digital environment - How has behaviour and needs changed in relation to new channels and mediums - What is most unexpected impact of changing channels <p>No readings or pre-homework for to kick off. Please be sure to be at the Almeida by 7!</p>
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<p>29 MAY The Long and Winding Road: review of the pillars that created the UK media (newspapers, department of culture) and how they've had to evolve</p> <p>Discussion: What does it mean to be British today? Why national identity is a negotiation, a discussion, rather than a given. How has being "British" changed considering Brexit?</p> <p>Discussion: compare and contrast the range of 'today's headlines' (stimulus provided by AP)</p> <p>Discussion: the difference in the UK media consumer (from pre-reads)</p>

Exercise: mapping the media today across different vectors (including all mediums) and discussion

Discussion: the governing powers

- What is the BBC's responsibility in the UK and where is it going next, as a new charter comes in?
- What is the difference between Sky and BBC? What about ITV, CH4?
- How do you think BBC has changed due to cable TV?
- OfCom: what, why, how it helps/threatens
- Overview of the British system of arts and culture funding. The Arts Council: is this body an example of the nanny state or a genuine patron? What is the "arm's length policy"?
- The Department for Culture, Media and Sport, and the rise of creative industries policies in Britain.

Review long term course projects

HOMEWORK:

- Note the top 3 things you find different in the UK
- Identify the 3 biggest differences you find in 'channels' in the UK

ThoroGood, *Speak The Culture, GB*: pg 40-55, 2.1.1, 2.1.5

General overviews- few difference accounts

http://ejc.net/media_landscapes/united-kingdom

<http://www.bbc.co.uk/news/world-europe-18027956>

<http://www.newsmediauk.org/History-of-British-Newspapers>

<http://www.bbc.co.uk/news/uk-politics-39630901>

How is the UK media consumer different?

https://www.ofcom.org.uk/_data/assets/pdf_file/0026/95642/ICMR-Full.pdf

<http://www.digitaldayresearch.co.uk/media/1083/digital-day-2016-chart-deck-adults-aged-16plusin-the-uk.pdf>

What is your initial view of the way media is changing?

https://www.vice.com/en_uk/article/what-an-omnishambles-v10n12-1

<http://www.informationisbeautiful.net/visualizations/mountains-out-of-molehills-static-version/>

ThoroGood, *Speak The Culture, GB*: 6.1.1-6.1.4

Who is the BBC: if it was a person what is its role, personality, faults, successes and goals?

Explore <http://www.bbc.co.uk/historyofthebbc/>

Includes <http://www.informationisbeautiful.net/visualizations/the-bbc-o-gram-2010/>

Opinion on <http://blogs.lse.ac.uk/mediapolicyproject/category/bbc-charter-review/>

New age of the BBC charter: <http://blogs.lse.ac.uk/mediapolicyproject/2017/03/06/the-start-of-a-distinctly-political-regulation-of-the-bbc/>

<http://blogs.lse.ac.uk/mediapolicyproject/2016/09/19/does-theresa-may-really-want-an-independent-bbc-the-jurys-out/>

[BBC to launch three arts 'festivals' a year](#)

[George Osborne joins short list of serving MP journalists](#)

FROM READER Charlotte Higgins, This New Noise: the extraordinary birth and troubled life of the BBC, Ch. 7

OfCom: what is it, what are their latest moves?

<https://www.ofcom.org.uk>

<http://blogs.lse.ac.uk/mediapolicyproject/2017/03/03/heres-why-the-murdochs-bid-for-control-of-sky-must-be-referred-to-ofcom/>

<http://www.independent.co.uk/news/media/channel-4-privatisation-leave-london-government-review-karen-bradley-a7654891.html>

[Fox bid for Sky given green light by Brussels](#)

<http://www.independent.co.uk/news/media/channel-4-privatisation-leave-london-government-review-karen-bradley-a7654891.html>

<https://www.theguardian.com/business/2017/mar/27/bt-fined-42m-over-delays-to-high-speed-cable-installation>

<https://www.theguardian.com/business/2017/mar/24/broadband-users-in-line-for-millions-in-ofcom-compensation-plan>

And some fun:

https://www.buzzfeed.com/patricksmith/the-most-british-headlines-of-the-modern-age?utm_term=.nMrDdMoAV#.lj5lGOVMd

4 June Unknown, Knowns: digital media's role in today's biggest events and what they tell us about the future

VISIT: [Known Unknowns, Saatchi Gallery](#)

https://www.saatchigallery.com/artists/known_unknowns/

Discussions following the exhibit:

- What are influences/ers shaping today and what question do they pose
- How has shaped some of the biggest events today
 - Leveson Inquiry
 - Brexit
 - GDPR
 - MeToo
 - others

HOMEWORK: Identify one current event that has been significantly impacted with digital media

Listen, Ch 4 programme: <http://www.bbc.co.uk/programmes/b086nzlg>

[How to... read the news](#)

https://www.buzzfeed.com/jimwaterson/fake-news-sites-cant-compete-with-britains-partisan-newspape?utm_term=.sraB8rXK1#.wtBagYEMp

The Leveson Inquiry and its impact

<http://www.bbc.co.uk/news/uk-15686679>

<https://www.theguardian.com/media/2016/nov/01/leveson-bradley-questions-value-of-press-police-relations-inquiry>

Brexit

<http://blogs.lse.ac.uk/mediapolicyproject/2016/10/11/how-will-brexit-affect-copyright-legislation/>

<http://blogs.lse.ac.uk/mediapolicyproject/2016/09/13/what-would-be-the-impact-of-brexit-on-uk-media-regulation/>

<http://blogs.lse.ac.uk/mediapolicyproject/2016/11/23/the-post-brexit-challenges-for-european-media-systems/>

<http://www.vanityfair.com/news/2017/04/did-russia-hack-the-brexit-vote>

https://www.vice.com/en_uk/article/whats-behind-the-pro-brexit-stance-of-the-british-press

The power brokers behind Brexit: Nick Timothy and Martin Selmayr FT

<http://www.bbc.co.uk/news/uk-politics-32810887>

<https://www.history.com/news/the-history-behind-brexit>

<https://www.parliament.uk/business/committees/committees-a-z/commons-select/digital-culture-media-and-sport-committee/news/brexit-report-published-17-19/>

<https://www.digitaltveurope.com/2018/01/25/uk-seeks-post-brexit-country-of-origin-deal-update-by-may/>

<https://www.abc.org/production/brexit-what-leaving-the-eu-could-mean-for-the-broadcast-industry/2545.article>

<https://www.forbes.com/sites/johnmauldin/2016/07/05/3-reasons-brits-voted-for-brexit/#bda62e71f9d6>

GDPR:

<https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/>

<https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/>

<https://www.theguardian.com/technology/2018/may/21/what-is-gdpr-and-how-will-it-affect-you>

<https://performancein.com/news/2018/05/21/top-8-things-publishers-need-know-about-gdpr-deadline/>

#MeToo

<https://www.telegraph.co.uk/news/world/metoo-shockwave/>

<https://www.independent.co.uk/topic/metoo-0>

5 June Curiouser and curiouser...the artificial on/offline barriers: how digital impacts the tangible and the other way around. How is offline creating online sensations

VISIT: [Street art tour, meet at 13.00](#)

https://www.alternativedn.co.uk/london_street_art_tour/london_walking_tours.php

Questions to think about during the tour:

- What does on/offline mean? What is the importance of borders between the two...or lack there of
- What does 'content' mean today
- How are communities re-orienting

Discussion: Can we brand nations? How would you describe US, UK, UAE, Singapore brand's? How does the media play into that—defining it and promoting it

Discussion: What are the elements of brand UK evident in stores such as this one? What is the story being communicated? What do tourists love about it?

- How is national identity expressed in symbols, stories and other cultural artifacts? Is there something specific, an X factor that makes you English, American, Italian? How is that communicated?

Nicholas Carr, *The Shallows: How the Internet Is Changing the Way We Think, Read and Remember* (Atlantic, 2010)

Cultural Capital: The Rise and Fall of Creative Britain

From the Reader: Wally Olins, *Trading Identities: Why Countries and Companies Are Taking Each Other's Roles*, Ch. 4

ThoroGood, *Speak The Culture*, GB: 3.1.4-5, 4.1.3, 4.2.5, 5.2.2, 5.3.1

Cultural Capital: The Rise and Fall of Creative Britain

From the Reader: Wally Olins, *Trading Identities: Why Countries and Companies Are Taking Each Other's Roles*, Ch. 4

David P. Christopher: *British Culture – An Introduction*, Ch. 10; From the Reader: Anita Biressi, Heather Nunn, *Celebrity, Social Mobility and the Future of Reality TV*, pp. 598-609

<https://www.theguardian.com/media-network/2016/jan/08/culture-defining-differences-uk-us-ads>

11 June Mind the gap: the networks old, new, next

VISIT: [Tate Modern, Digital Networks. Meet there @13.00](#)

<http://www.tate.org.uk/visit/tate-modern/display/media-networks>

Questions to think about during the exhibit:

- Where will networks go next?
- What will the impact be on people, communities, government?
- What would be your biggest questions to mediums, platforms, and governments
- What players are missing from the conversation

Discussions following the exhibit

- The Facebook case study and what comes next

<https://www.theguardian.com/uk-news/2018/may/16/steve-bannon-cambridge-analytica-whistleblower-suppress-voters-testimony>

<https://www.theguardian.com/technology/facebook>

12 June Mind the gap: networks in practice, what could come next

SPEAKER: Ade Adefulu, Director of Sales Operations, Marketing Solutions EMEA at LinkedIn

VISIT: V&A, The Future Starts here—100 projects shaping the world of tomorrow

<https://www.vam.ac.uk/exhibitions/the-future-starts-here>

Discussion:

- Working *in* the networks?
- How can networks be sustainable and useful tomorrow
- What will be most useful for tomorrow? What is the greatest threats?

HOMEWORK: 'Vox pops', choose 3 questions to go into the street and ask range of people, (around how people are interpreting news, where are they getting news and why, how forming opinions, their thoughts on 'fake news,' social etc)

<https://www.theguardian.com/uk-news/2018/may/16/steve-bannon-cambridge-analytica-whistleblower-suppress-voters-testimony>

<https://www.theguardian.com/technology/facebook>

CH4 radio, advertising and media <http://www.bbc.co.uk/programmes/b052jk2v>

How to navigate this new world?

<http://blogs.lse.ac.uk/mediapolicyproject/2017/04/05/disrupting-the-digital-giants-advertisers-and-traditional-media-push-back/>

18 June A tale of new industries: a deep dive look at one industry and how the digital revolution has changed everything

SPEAKER: Pete Brown, Craft Brewing Expert

<https://www.petebrown.net>

Discussion and exercises: an industry case study...craft brewing

Discussion: Britain as a land of shoppers: 24/7 Shopping and endless choice at the click of a mouse. But what are the ethical, social, and spatial implications of this? How does branding works in this environment?

Team exercise: Relations-roulette

Given

- one product
- one 'event'
- one goal (viral vs investigation vs purchase)

Create a consumer 'relationship' plan: how to use the media, for which audience, what type of experience, interaction

HOMEWORK: visit a market (food, farmer, pop-up shops) and discuss with vendors how they go about getting the news out

<https://www.theguardian.com/uk-news/2018/may/16/steve-bannon-cambridge-analytica-whistleblower-suppress-voters-testimony>

<https://www.theguardian.com/technology/facebook>

Contingency Class Date: Friday 22 June. Students are required to keep this date free.

25 June You—creating the digital work of tomorrow: deep discussion of digital masters today

SPEAKER:

Vanella Jackson, Hall & Partners- Global CEO

Jessie Bland, WE Communications- Digital Strategist

Michelle Hutton, Edelman-EMEA COO

Discussion:

- What are the social responsibilities of media and media professionals
- What is next in comms, marketing and media relations in the UK. Why

Discussion:

- what do you want to know as you take the next step

Discussion:

- in class presentation and paper review/ q&A

HOMEWORK: visit a market (food, farmer, pop-up shops) and discuss with vendors how they go about getting the news out

<https://www.theguardian.com/uk-news/2018/may/16/steve-bannon-cambridge-analytica-whistleblower-suppress-voters-testimony>

<https://www.theguardian.com/technology/facebook>

26 June In Class Presentations

ATTENDANCE POLICIES

Classes

All Boston University London Programme students are expected to attend each and every class session, seminar, and field trip in order to fulfill the required course contact hours and receive course credit. Any student that has been absent from two class sessions (whether authorised or unauthorised) will need to meet with the Directors to discuss their continued participation on the programme.

Authorised Absence:

Students who expect to be absent from any class should notify a member of Academic Affairs and complete an Authorized Absence Approval Form 10 working days in advance of the class date (except in the case of absence due to illness for more than one day. In this situation students should submit the Authorised Absence Approval Form with the required doctor's note as soon as possible). The Authorised Absence Approval Request Form is available from: <http://www.bu.edu/london/current-semester/>

Please note: Submitting an Authorised Absence Approval Form does not guarantee an authorised absence

Students may apply for an authorised absence only under the following circumstances:

- **Illness (first day of sickness):** If a student is too ill to attend class, the student must phone the BU London Student Affairs Office (who will in turn contact the student's lecturer).
- **Illness (multiple days):** If a student is missing more than one class day due to illness, the student must call into to the BU London Student Affairs Office each day the student is ill. Students must also provide the Student Affairs office with a completed Authorised Absence Approval Form and a sick note from a local doctor excusing their absence from class.
- Important placement event that clashes with a class (verified by internship supervisor)
- Special circumstances which have been approved by the Directors (see note below).

The Directors will only in the most extreme cases allow students to leave the programme early or for a significant break.

Unauthorised Absence:

Any student to miss a class due to an unauthorised absence will receive a **4% grade penalty** to their final grade for the course whose class was missed.

This grade penalty will be applied by the Academic Affairs office to the final grade at the end of the course. As stated above, any student that has missed two classes will need to meet with the Directors to discuss their participation on the programme as excessive absences may result in a 'Fail' in the class and therefore expulsion from the programme.

Religious Holidays

Boston University's Office of the University Registrar states:

'The University, in scheduling classes on religious holidays and observances, intends that students observing those traditions be given ample opportunity to make up work. Faculty members who wish to observe religious holidays will arrange for another faculty member to meet their classes or for cancelled classes to be rescheduled.'

Special Accommodations

Each student will need to contact the Office of Disability Services to request accommodations for the semester they are abroad. Students are advised by BU-ODS not to expect the same accommodations as they receive on campus.

BU London can only uphold special accommodations if we have received the appropriate documentation from the BU-ODS. We cannot accept letters from other universities/centres.

All disabilities need to be known to the ODS in Boston if they are to be used as a reason for requiring a change in conditions, i.e. reduced internship hours or special accommodations for the internship schedule.

Lateness

Students arriving more than 15 minutes after the posted class start time will be marked as late. Any student with irregular class attendance (more than two late arrivals to class) will be required to meet with the Associate Director for Academic Affairs and if the lateness continues, may have his/her final grade penalised.