



Course Title:	Introduction to British Media: Media, History and Public Policy										
Course Code:	LONS MSHP 142										
Subject:	Film and Media Studies										
Credits:	4										
Semester/Term:	<input checked="" type="checkbox"/> Semester <input type="checkbox"/> J-Term <input type="checkbox"/> Summer										
Course Description:	<p>Your introduction to British media comprises three main areas: the history of broadcasting and the press in Britain; the content of various media, including radio and television programs; and media policy from the early days of the print press until the Leveson Inquiry. We shall discuss, among very many other things: the BBC, and accusations of bias against it; the effects of media on political culture; Britishness, and the stories Britons tell through various media; the development of advertising, meaning capitalism; the marked differences in British and American press culture; rolling news coverage; the adaptation of British programs for American audiences, and vice versa; and the use of so-called 'new' media for the purposes of social activism.</p> <p>There will be a heavy bias in class towards discussion, with the second half of a typical class largely student-led. As such, lectures will be fairly informal and short. Said discussion will often be precipitated by our watching anything from a documentary to a short film to an episode of a sitcom. Week three will see a site visit to the BBC.</p>										
Course Requirements:	<p>Required Text A course reader containing readings for each week will be provided, however students are expected to supplement this with other readings. Apart from the first week, readings should be conducted prior to the relevant session, as they will be discussed in class.</p> <p>Assignments</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">Course Requirements</th> <th style="text-align: left;">Percentages</th> </tr> </thead> <tbody> <tr> <td>1. Midterm paper [2000 words]</td> <td>40%</td> </tr> <tr> <td>2. Exam</td> <td>40%</td> </tr> <tr> <td>3. Class participation & presentation</td> <td>20 %</td> </tr> <tr> <td>Total</td> <td>100%</td> </tr> </tbody> </table> <p>Exam: Two hour written exam, to take place in week thirteen. You will be expected to answer two questions from a possible eight</p>	Course Requirements	Percentages	1. Midterm paper [2000 words]	40%	2. Exam	40%	3. Class participation & presentation	20 %	Total	100%
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	<p>Participation and presentation: Combined class participation/ presentation mark. You will be required to make one fifteen minute presentation per semester. Your score for this will be merged with a further mark reflecting the frequency and quality of your participation in class.</p>																												
<p>Learning Outcomes and/or Expected Student Competencies:</p>	<p>On completion of the course, students should be able to:</p> <table border="1" data-bbox="467 478 1421 636"> <thead> <tr> <th data-bbox="467 478 1421 520">Learning Outcomes</th> </tr> </thead> <tbody> <tr> <td data-bbox="467 520 1421 594">1. List and describe the range of historical and theoretical approaches to media studies</td> </tr> <tr> <td data-bbox="467 594 1421 636">2. Discuss and critically analyze a wide range of media.</td> </tr> </tbody> </table>	Learning Outcomes	1. List and describe the range of historical and theoretical approaches to media studies	2. Discuss and critically analyze a wide range of media.																									
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<p>Other Policies:</p>	<p>Expectations Professional behavior is expected of all students. This includes preparation for classes, on-time attendance at classes, attendance at all group sessions and appropriate participation in the form of attentiveness and contributions to the course. Respect for the academic process is the major guiding principle for professional behavior and extends to all communications, including e-mail.</p>																												



	<p>Attendance/Participation Prompt attendance, full preparation, and active participation in class discussions are expected from every student in every class session.</p> <p>Course Policies For e-mail communications, students must use their Arcadia University e-mail account. Students are responsible for any information provided by e-mail or through Intranet postings.</p> <p>Plagiarism Representation of another's work or ideas as one's own in academic submissions is plagiarism, and is cause for disciplinary action. <i>Cheating</i> is actual or attempted use of resources not authorized by the instructor(s) for academic submissions. Students caught cheating in this course will receive a failing grade. <i>Fabrication</i> is the falsification or creation of data, research or resources to support academic submissions, and cause for disciplinary action.</p> <p>Late or Missed Assignments Will not be accepted for grading.</p> <p>Students with Disabilities Persons with documented disabilities requiring accommodations to meet the expectations of this course should disclose this information while enrolling into the program, and before leaving the United States so that appropriate arrangements can be made.</p>
Prerequisites:	None

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