

## OIELSX21(S1) & OIELSY21 (S2) - Mass Media & Entertainment in the digital age, can it survive?

**Lecturer:** Michael Dean

**Contact information:** XXX

**Department:** International affairs

**Semester:** 1 or 2

**Course level:** L3 Undergraduate, Graduate

**Domain:** Electives

**Teaching language:** English

**Number of in-class hours:** 33

**Number of course sessions:** 10 + Exam

**ECTS:** 6

### Course description and objectives

Media and Cinema Studies, looking how media cover stories from different perspectives and cultures. How we get our News today, the changing roles of traditional mass media organizations today verses the past, the language of modern media and the need to engage the younger consumer through changing vocabulary. Headline English and how social media has changed our way we get our News today, "The Medium is the Message" has never been so evident, so can we trust it? The importance of knowing who owns the media platforms we use to get News from.

### Prerequisites

B1+/B2 level of English

### Learning outcomes

**Broadening of English Vocab and Terminology knowledge connected to Media and Cinema, increase in critical thinking skills in regard to media today, encouraging creativity and communication through discussions and analytical assignments in class.**

### Assignments and grading

- Analysis assignments of current events in class debates, presentations of TV series, Films, Games via individual or group presentations, production of short videos and written content for creating a media brand .
- Weighting, 15% Oral Contribution-Participation in class, 25%Written Coursework, 30%Oral Presentation-Roleplay, 30%Final exam

The numerical grade distribution will dictate the final grade. The passing grade for a course is 10/20.

**Class participation:** Active class participation – this is what makes classes lively and instructive. Come on time and prepared. Class participation is based on quality of comments, not quantity.

**Exam policy:** In the exam, students will not be allowed to bring any document (except if allowed by the lecturer). Unexcused absences from exams or failure to submit cases will result in zero grades in the calculation of numerical averages. Exams are collected at the end of examination periods.

### Course structure

| Session | Topic |
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| 1  | Over View and History of Mass News Media , Entertainment, Music Industry what it was and what it is today. The need to read widely to get a balanced view.                                                                                                                                                                                                                                                                                             |
| 2  | The Age of the Press Barons, Murdoch, Maxwell, Berlusconi, Hearst etc in different countries, newspapers, TV and radio. Using Sport to market a Brand, Sky Sport, Fox TV, etc, Jingoism,during times of War, Cultural Stereotypes to encourage Patriotism etc. The use of the Mass media to create a sense of National Identity after the end of Colonialism.                                                                                          |
| 3  | The Power of traditional media to shape Politics, the Vietnam War , Watergate, Death of Diana, is it still the same in the digital age? The Guardian Reader verses the Telegraph Reader, Tabloid verses Broadsheet. Why are we not buying and reading Newspapers today?                                                                                                                                                                                |
| 4  | The arrival of the Power of the Image over the Word. A picture is worth a 1000 words? Is it still true. What happened to the power of Photo Journalism as was hoped for after WW2 and the 60s and 70s? TV killed the Picture Magazine now it is Digital verses Analogue image making.                                                                                                                                                                  |
| 5  | Citizen Journalist Verses Professional Journalist ? Do we still trust the Press? Why and Why Not? Is it seen as an ethical profession from different cultures perspective today?                                                                                                                                                                                                                                                                       |
| 6  | Social Media replacing the traditional News sources, the age of the Influencer, is this the ultimate example of Warhol's 15 minutes of Fame? Is being an Influencer a career? Where do their responsibilities lie? How to make a living in the Media world today, is it possible?                                                                                                                                                                      |
| 7  | Should everything be for Free on the Net? Music, Film, Photography, News? Should some Press and Cinema be subsidized as in France? Does it have Cultural value above the Profit Motive. What are the responsibilities of the Platform Owners to the producers? Does having so much choice of product mean it is actually good ?                                                                                                                        |
| 8  | Is Gaming and Series replacing Cinema? Is a Great Game on the same level as a Great Movie? What do we consider art today? The generational debate over a great director verses a great game creator or series? Analysis of various films, scenes and production values.                                                                                                                                                                                |
| 9  | New Tech in Entertainment , Gaming, News, VR headsets, AI, :Quantum Computing, etc, will we still go the cinema? The shared experience , does it matter if it is only On Line?                                                                                                                                                                                                                                                                         |
| 10 | The value of shared experiences in our societies today, has it gone and does it matter? For example, where were you when the Twin Towers collapsed, Man landed on the Moon, When the Berlin Wall came down, does it matter still, discussing "Friends", over the coffee break, does this not help hold a society together or is the individual experience more important? What can we do to keep a strong independent Media Industry in our countries? |
| 11 | <b>Final Exam</b>                                                                                                                                                                                                                                                                                                                                                                                                                                      |

## Bibliography

- TBD

Lecturer's biography: Michael Dean has been a professional photographer for more than 35 years working for clients ranging from Greenpeace to the OECD, during his career he has witnessed the move from Film to Digital image making and the changing role of the photographer and image.. At the same time he has maintained a second career as a full time English teacher in French Universities, Grands Ecoles, Ministries and Corporations over the last 25 years.

## Moodle

This course is on Moodle: **Yes**

## Academic integrity

Be aware of the rules in Université Paris Dauphine about plagiarism and cheating during exams. All work turned in for this course must be your own work, or that of your own group. Working as part of a group implies that you are an active participant and fully contributed to the output produced by that group.