Media Politics: Structures and Case-Studies in Germany and Europe

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Time Slot:	**Tuesdays, 4:30 p.m.**
Language of Instruction:	**English**
Contact Hours:	45
ECTS Credits:	6

Course Description

This course introduces its participants to mass media systems and structures in Germany and Europe and provides them with the analytical tools and background knowledge to assess the ways in which the mass media and politics interact and thus shape each other.

We will start with an overview of the different structures of mass media (public/private) in Germany and selected European countries, including how they have historically developed and particularly which political ideas have shaped the frameworks in which media institutions and individuals operate. At the same time, we will take a critical look at how the media in turn have shaped and are still shaping the ways in which the political process works and presents itself to the public. Historical and current case-studies will help us analyse the manifold points of interaction between media and politics. At the end of the course, students will also have the opportunity to compare European and American media politics and to ask whether there may be trends and influences across the Atlantic (one or both ways) that are shaping today's politics and mass media on both sides.

Learning Objectives

Within this course, students will be introduced to the historical, political, economic and legal structures of the German mass media system with a focus on public service broadcasting.
By looking at examples from other European countries, they will know how to compare specific media systems by using theoretical approaches and empirical data.

Furthermore, they will acquire knowledge of theoretical concepts and recent debates coming from social sciences and media studies with regard to the role of mass media within modern societies.

With that knowledge, they will be able to assess and critically judge the formal aspects and practical interactions between mass media and politics.

Student Profile

Should be in their fourth semester of college/university education or beyond.

Assignments and Grading

Midterm Exam: 250 Points
Final Exam: 250 Points
Active Class Participation: 200 Points
Independent Project Report: 150 Points
Case Study Presentation / Reflective Essay: 150 Points

FU Grade	Points of 1,000
1.0	980-1,000
1.3	950-979

1.7	900-949
2.0	850-899
2.3	800-849
2.7	750-799
3.0	700-749
3.3	650-699
3.7	600-649
4.0	500-599
5.0	< 500

Literature

Digitalized readings posted on the digital learning platform Blackboard.

Course Schedule

Calendar	Topics, Readings, etc.
Session 1	**Topic: Introduction: Media Politics – Media and Politics; Key Players and Keywords; Course Schedule and Expectations** In this introductory session, we will familiarize ourselves with concepts and keywords that will play a dominant role in the weeks to come. What is meant by "media" in the context of this course? What kinds of "media politics" are there – is it the sum of policies that determine how media can work, or the state of politics (i.e., media-driven) nowadays? Who is "the media"? And what is expected of you as participant throughout the course? **Readings** • Street, John (2011): Mass media, politics and democracy. 2nd ed. Houndmills, Basingstoke, Hampshire, New York: Palgrave Macmillan, pp. 1-17.
Session 2	**Topic: From a totalitarian state to democracy: restructuring the media-system after Nazism** To understand media politics in Germany, we will have to know media history – and vice versa. This is why in this session we will first look at media and politics in Nazi Germany, especially at the NS- propaganda system and how their specific structures came about after the Second World War. In the second part we will learn about the consequences for the post 1945 media system and the reconstruction of the press market. **Readings** • Welch, David (1993): The Third Reich. Politics and propaganda. 1st ed. New York: Routledge, pp. 17-39. • Taylor, Philip M. (2008): Propaganda in World War II. In: Wolfgang Donsbach (Ed.): The international encyclopedia of communication. 1st ed. Malden, MA [et al.] Blackwell Reference Online. • Wilke, Jürgen (2008): Propaganda. In: Wolfgang Donsbach (Ed.): The international encyclopedia of communication. 1st ed. Malden, MA et al.: Blackwell Reference Online. • Humphreys, Peter (1994): Media and media policy in Germany. The press and broadcasting since 1945. 2nd ed. New York: Berg, pp. 1-11, 65-67, 136-141, 152-154.

Session 3	**Topic: Media Structures in Germany today: Press System** This session deals with the structures of the German media system as it is today. First, we will have a closer look at the Press and newspaper market, its market structures, challenges and consequences for the public sphere and democracy. **Readings** • Nieminen, H.; Trappel, J. (2011): Media Serving Democracy. In: Trappel, J. et al (Eds.): Media in Europe Today, Bristol: Intellect, pp. 137-151. • Kleinsteuber, Hans J. (2004): Germany. In: Mary J. Kelly, Gianpietro Mazzoleni, Denis McQuail (Eds.): The media in Europe. 3rd ed. London, Thousand Oaks, Calif: Sage, pp. 78-90. • Humphreys, Peter (1994): Media and media policy in Germany. The press and broadcasting since 1945. 2nd ed. New York: Berg, pp. 132-135, 142-144, 148-152, 164-176,190-192.
Session 4	**Topic: Media Structures in Germany today: Public Service Broadcasting** This week we will get to know the peculiarities of the German broadcasting system. We will focus on the structures of public service broadcasting in Germany and have a virtual tour at Rundfunk Berlin Brandenburg (RBB). We will learn about the political motivations for the existence of the so-called "Dual System" of public and private broadcasting and discuss, how these different structures have an influence on the programming and content. **Readings** • Picard, Robert (2006): Financing Public Media: The Future of Collective Funding. In: Christian S. Nissen (Ed.): Making a difference. Public service broadcasting in the European media landscape. Eastleigh, UK, Bloomington, IN: John Libbey Pub.; Distributed in North America by Indiana University Press, pp. 183–196. • Press Offices of the ARD (2011): „The German Broadcasting System". • Press Offices of the ARD (2015): "About us. ARD". • Williams, Kevin (2005): European media studies. London, New York, NY: Hodder Arnold; Distributed in the United States of America by Oxford University Press. Chapter three "Public Service and the deregulation of European Broadcasting", pp. 45-47, 51-61.
Session 5	**Topic: Institutions, Regulations and Ethics** **IDs DUE** So far, we have looked at theoretical, historical, political and structural aspects of the German media system. In this session, we will gain knowledge about the economic realities of media companies and the working situation, professional training and self-understanding of journalists. In order to complete the picture of how the media work, we will then turn to the legal frameworks in which media institutions and individuals operate and ask to which ethical guidelines they (should) adhere. One set of questions to be asked is: How political can the media be, and how free from politics can they act? **Readings** • Des Freedman (2008): The politics of media policy. 1st ed. Cambridge et al.: Polity Press, pp. 1-17. • Ward, David (2006): Can the market provide? - Public service media, market failure and public goods. In: Christian S. Nissen (Ed.): Making a difference. Public service broadcasting in the European media landscape. Eastleigh, UK, Bloomington, pp. 51-63. • Puppis, Manuel (2010): Media Governance: A New Concept for the Analysis of Media Policy and Regulation. In Communication, Culture & Critique 3 (2), pp. 134-149. • Ian Richards (2010): Journalism's Tangled Web: Business, Ethics, and Professional Practice. In: Christopher Meyers (Ed.): Journalism Ethics. A Philosophical Approach: Oxford Scholarship Online, pp. 171-183. • Fielden, Lara (2012): Regulating the Press: A comparative study of international press councils: Reuters Institute for the Study of Journalism, pp. 16 and 41-43.

	• Deutscher Presserat (2017): German Press Code, Berlin: Deutscher Presse Rat.

4/6 |
| **Session 6** | **MIDTERM EXAM** |
| **Session 7** | **Topic: Methods, Tools and Theories for the Analysis of Media Politics.**

INDEPENDENT PROJECT PAPER DUE

One aim of this course is to equip its participants with knowledge and helpful tools that will enable them to analyse media politics outside of this course, too. In this session we will learn more about analytical methods in the field. After that we will discuss specific concepts and theories on Media Effects.

Readings
• Street, John (2011): Mass media, politics and democracy. 2nd ed. Houndmills, Basingstoke, Hampshire, New York: Palgrave Macmillan, pp. 101-127.
• Grossberg, Lawrence; Wartella, Ellen; Whitney, D. Charles (2008): Mediamaking. Mass media in a popular culture. 2nd ed. London: Sage, pp. 357-373.
• Entman, Robert M. (1993): Framing: Toward Clarification of a Fractured Paradigm. In: Journal of Communication, Vol. 43(4), pp. 51-58. |
| **Session 8** | **Topic: Freedom of the press and political interference**

With our newly-gained background on structures and activity frames of German media and media politics, we will start delving into specific issues at their points of interaction. Therefore, we will dedicate this session to a critical analysis of one of the touchiest subjects between politics and the media: the clash between freedom of the press/freedom of speech and political interference on behalf of certain interest groups. A first case study will help us to enlighten this topic.

Readings
• Craft, Stephanie (2010): Press Freedom and Responsibility. In: Meyers, Christopher (Ed): Journalism Ethics. A Philosophical Approach. Oxford/UK, 2010, pp. 39-51.
• Street, John (2011): Mass media, politics and democracy. 2nd ed. Houndmills, Basingstoke, Hampshire, New York: Palgrave Macmillan, pp. 303-328.
• Cyaky, Zselyke (2019): A New Toolbox for Co-opting the Media. In: Freedomhouse (2019): Freedom and the Media 2019: A Downward Spiral, pp. 16-23.
• Freedomhouse (2017): Freedom of the Press 2017.

Case Study #1: The Spiegel Affair
• Gunkel, Christoph (2012): 50th Anniversary of the 'SPIEGEL Affair'. A Watershed Moment for West German Democracy. http://www.spiegel.de/international/germany/50th-anniversary-of-the-spiegel-affair-a-857030.html (11.12.2013) |
| **Session 9** | **Topic: Comparing Media Systems – European Neighbours**

In this session we will turn to our European neighbours and their media politics. Two case studies will take us to Italy and Great Britain where we will encounter two media moguls and their impact on the media system. Our comparative analysis will examine the impact of Media concentration/conglomerates and the merge of media and politics. |

Readings
- Thomass, B.; Kleinsteuber, H.J. (2011): Comparing Media Systems: The European Dimension. In: Trappel, J. et al (Eds.): Media in Europe Today, Bristol: Intellect, pp. 25-41.
- Street, John (2011): Mass media, politics and democracy. 2nd ed. Houndmills, Basingstoke, Hampshire, New York: Palgrave Macmillan, pp. 146-184, 209-230.

Case Study#2: Berlusconi and the Italian case
- Mazzoleni, Gianpietro (2004): Italy. In Mary J. Kelly, Gianpietro Mazzoleni, Denis McQuail (Eds.): The media in Europe. 3rd ed. London, Thousand Oaks, Calif: Sage, pp. 126-138.
- Mancini, Paolo (2008): The Berlusconi Case: Mass Media and Politics in Italy. In: Ib Bondebjerg, Peter Madsen (Eds.): Media, Democracy and European culture. Bristol, Chicago: Intellect, pp. 107-118.

Case Study#3: Murdoch and his tabloid press
- Tunstall, Jeremy (2004): The United Kingdom. In Mary J. Kelly, Gianpietro Mazzoleni, Denis McQuail (Eds.): The media in Europe. 3rd ed. London, Thousand Oaks, Calif: Sage, pp. 262-274.
- BBC News Online: Timeline and Q&A of the "News of the World" Phone-Hacking Scandal. www.bbc.co.uk (08.12.2013).

| Session 10 | **Topic: Mediatization of Politics – Media and Political Actors** |

Another field of interaction between politics and the media is the growing presence of the media in political campaigns. Do politicians use the media to their ends, or do the media provide ruthless insights into the candidates' true beliefs and motivations? What does it mean when political candidates not only need to be telegenic, but also well-versed in media use and manipulation these days? In this context, our fourth case study focuses on recent US elections and how media coverage has been used and misused as a tool for impinging voters' opinion.

Readings
- Street, John (2011): Mass media, politics and democracy. 2nd ed. Houndmills, Basingstoke, Hampshire, New York: Palgrave Macmillan, pp. 77-99, 235-260.
- Grabe, Maria Elizabeth; Bucy, E. Page (2009): Image bite politics. News and the visual framing of elections. Oxford, New York: Oxford University Press (Series in political psychology), pp. 85-89, 93-101.
- Mazzoleni, Gianpedro; Schulz, Winfried (1999): "Mediatization" of Politics: A Challenge for Democracy?, Political Communication, 16:3. pp. 247-261.

Case Study #4: US elections and the Media
- Schafer, Jack (2016): How Trump took over the Media by fighting it. In: Politico Magazine, Nov, 5, 2016 (Online).
- Patterson, Thomas E. (2016): News Coverage of the 2016 General Election: How the Press Failed the Voters. Shorenstein Center on Media, Politics and Public Policy in conjunction with Media Tenor, December 2016.

| Session 11 | **Topic: New Media – New Politics? Digitalisation and current challenges to journalism and politics** |

This session will take a look at the outcomes of digitalization and its influence on journalism and politics. What is the impact of news leaks, alternative media and cyber activism on the relationship of mass media, journalism and politics? Where is the limit between privacy and the right to freedom of information? In a last case study about WikiLeaks we will try to answer these questions and learn about digital protest and empowerment.

Readings
- Street, John (2011): Mass media, politics and democracy. 2nd ed. Houndmills, Basingstoke, Hampshire, New York: Palgrave Macmillan, pp. 261-282.

- Milan, Stefania; Hintz, Arne (2013): Networked Collective Action and the Institutionalized Policy Debate: Bringing Cyberactivism to the Policy Arena? In Policy & Internet 5 (1), pp. 7-26.
- Bruns Axel (2003): Gatewatching, Not Gatekeeping: Collaborative Online News. Media International Australia. 2003;107(1), pp. 31-44.

Case Study#5: Wikileaks and Anonymous – digital protest and empowerment.
- Cammaerts, Bart (2013): Network Resistance: The Case of WikiLeaks, Journal of Computer-Mediated Communication, 18 (2013), pp. 420-436.
- The Economist (2011): WikiLeaks and other newcomers. Julian Assange and the new wave.
- Sorell, Tom (2015): Human Rights and Hacktivism: The Cases of Wikileaks and Anonymous. In: Journal of Human Rights Practice,Vol. 7, No 3, Nov. 2015, pp. 391-410.
- Wikipedia (2015): Anonymous (group).

Session 12	**Topic: Media Politics Revisited - Conclusion and Outlook** We will look back and ahead at the end of this course and try to get a sense of the relationship between, and the future of, media and politics in modern Western societies in the 21st century: Are they opponents or accomplices? Do they strive for the same goals or for opposite ones? Is theirs a give-and-take situation or a tug-of-war? Do they critically control each other or secretly manipulate one another? Is there perhaps a middle way in each of these questions? And where do media and politics go in the future? **Readings** - Balcytiene, Aukse; Raeymaeckers, Karin; Vartanova, Elena (2011): Changing Practices of Journalism. In: Josef Trappel, Denis McQuail (Eds.): Media in Europe today. Bristol, UK, Chicago: Intellect, pp. 220-233. - Papathanassopoulos, S.; Negrine, Ralph M. (2011): European media. Structures, policies and identity. Cambridge, Malden, MA: Polity (Global media and communication), pp. 141-149. - Street, John (2011): Mass media, politics and democracy. 2nd ed. Houndmills, Basingstoke, Hampshire, New York: Palgrave Macmillan, pp. 283-303. - Schudson, Michael (op. 2011): Why Democracies Need an Unlovable Press. In Doris Appel Graber (Ed.): Media power in politics. 6th ed. Washington, D.C: CQ Press, pp. 33-44. - Chambers Simone (2020): Truth, Deliberative Democracy, and the Virtues of Accuracy: Is Fake News Destroying the Public Sphere? Political Studies. April 2020. - Wardle, Claire; Derakhshan, Hossein (2017): Information Disorder. Toward an interdisciplinary framework for research and policymaking. Council of Europe report DGI (2017) 09.
Session 13	**FINAL EXAM**