

SYLLABUS

Public Service Media

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Study program: MA Journalism

Type of a course: elective course

Year of study: second year

ECTS credits: 7 ECTS

Class type: weekly 2 hours of lectures and 2 hours of seminars

Course mission

Students will complete the course with the understanding of history and the process of development of public service media around the world, especially in Europe. They will be introduced with different organizational models of public service media, their financial systems, and the most important, their role in society whereas public service broadcasting (PSB) is an aid to informed citizenship; whereas it is an agency of representative pluralism bringing together different groups in society in a common conversation that shapes public opinion. This course explores the future of traditional public service broadcasting in converged media landscape, using new multimedia platforms.

Active knowledge of English (speaking and writing) is necessary for class participation and successful completion of this course.

Learning outcomes

Students will become competent in defining, explaining and comparing theoretical concepts in media, communications, the public; they will be able to understand and compare media systems; to define and explain the role of media in democratic society.

Students will acquire knowledge about normative aspect of media policy and regulation.

Student will be able to analyze different aspects of role of media in society, and to argument the power of media.

Students will acquire knowledge on principles, models of organization and financing, regulation, control, and the role of PSM within media systems. They will be able to describe and compare PSM models in different European countries, in the US, Canada, Australia and Japan. They will be able to argument and criticize development of PSM and its future perspectives. They will be able to argument the role of PSM in the society, and to define it as a social capital. As this course is in English, they will develop their English vocabulary with terms on media.

Students will gain the ability to critically evaluate HRT and other PSM programming. They will be able to argument if HRT does not follow the law in its programming, and they will be able to report it to the HRT Counsellor for users or to the Electronic Media Council.

In this way they are trained to become responsible citizens.

Learning outcomes will be evaluated during the in-class discussions, especially on seminars. They will be evaluated through the seminar essay and written exam.

CLASSES SCHEDULE

1. Class Introductions. Overview of the Course. Students expectations. Definition of terms: public service media (PSM), commercial media, state media, private media.
2. Program principles and models of PSB, legal framework. BBC – the first public service broadcaster (PSB) in Europe – history and development
3. PSB in Europe: Italy, Sweden, Germany, France
4. PSB in Europe: Scandinavian countries and transitional countries: Slovenia, Hungary, Macedonia.
5. PSB models of financing
6. Broadcasting media in Croatia: between the public, politics and the profit. Analysis of the HRT Act.
7. Visit to HRT
8. Transparency of media ownership and its influence on TV media market pluralism – European examples
9. PBS in the USA vs. TV and entertainment industry; Commercialization and popularization of public service television programs and content
10. PBS in Canada, Australia and Japan.
11. The role of public service media in globalization processes
12. Converged media – challenges and limitations. Internet and new communication dimension in traditional media contents. The model of multimedia public service
13. Strategies for media reforms
14. Media Conference at the FPZG
15. Class evaluation

The course consists of lectures (2 hours per week) and seminars (2 hours per week). Students are expected to attend class regularly, including lectures and seminars. Students are required to prepare seminar essay (in groups of two) and present it to other colleagues during the semester. Essay should have between 4,500 and 5,000 words. The issue of the essay and the date of the presentation will be agreed during the first meeting. Seminar essay would be graded with 0, 20, 25, 30, 35 or 40 credits. Minimum 20 credits from seminar essay are required as a precondition for written exam.

Grading

1. seminar essay and class presentation – 40% of total grade (minimum to achieve is 20 credits, max. 40)
 2. written exam (or pre-exam) (based on the obligatory literature) - 40% of total grade (minimum to achieve is 20 credits, max. 40)
 3. class attendance – 5% of total grade (0-5 credits)
 4. class and seminar additional activities – 15% of total grade (0 - 15 credits)
- Final grade: 0-59 credits = fail, 60-69 credits = satisfactory, 70-79 credits = good, 80-89 credits = very good, 90-100 credits = excellent

Seminar essay graded with 20 credits and more is precondition for entering the written exam.

Exam literature

- Bašić Hrvatinić, Sandra (2002) *Serving the state or the public*. Ljubljana: Peace Institute.
- Briggs, Asa and Burke, Peter (2009) *A Social History of the Media*. Cambridge: Polity (Chapter 3: The Media and the Public Sphere in Early Modern Europe, pp61-90)
- Car, Viktorija (2011) Javni medijski servisi – čuvari demokracije, u: Romić, Milana (ur.) *Izolacija ili integracija*, Zagreb: BaBe!, str. 41-62
- Dahlgren, Peter (2009) *Media and Political Engagement: Citizens, Communication, and Democracy*. New York: Cambridge University Press
- Donders, Karen (2012) *Public Service Media and Policy in Europe*. New York: Palgrave Macmillan
- Croatian Radio-Television Act (NN 137/10, NN 76/12)
- Electronic Media Act (NN 153/09, 84/11)

Additional seminar literature

- Blumler, Jay G. / Gurevitch, Michael (1995) *The Crisis of Public Communication*. London/New York: Routledge.
- Collins, Philip (ed.) (2002) *Culture or Anarchy? The Future of Public Service Broadcasting*, London: Social Market Foundation.
- Collins, Richard (2004) Public service broadcasting: too much of a good thing?, *Institute for Public Policy Research, IPPR* (2004): 130-149.
- Dahlgren, Peter (1995) *Television and the Public Sphere*. London: Sage.
- Jakubowicz, Karol (2003) Endgame? Contracts, audits, and the future of public service broadcasting, *The Public/Javnost*, (10) 3: 45-61.
- Keane, John (2000) Media and the Public Spheres – European Idea and Ideal, *Medijska istraživanja*, (6) 2: 55-60.
- McQuail, Dennis (2003) Public Service Broadcasting: Both Free and Accountable, *The Public/Javnost*, (10) 3: 13-28.
- Petković, Brankica (ed.) (2004) *Media Ownership and its Impact on Media Independence and Pluralism*, Ljubljana: Peace Institute.
- Picard, Robert G. (2001) Public service broadcasters (PSBs) within the European Union are performing well in an increasingly competitive television market, *Diffusion EBU*, (2001) 4:42-43.
- Price, Monroe E. (2000) *Television, the Public Sphere and National Identity*. Oxford: Clarendon Press.
- Syvertsen, Trine (2003) Challenges to Public Television in the Era of Convergence and Commercialization, *Television & New Media*, (4) 2: 155-175.
- Tracey, Michael (1997) *The decline and fall of public service broadcasting*. New York: Oxford University Press.