

MEDIA IN THE UNITED KINGDOM: LONDON

Spring Semester 2023

Syllabus

University of North Carolina at Chapel Hill

Course: MEJO 447 | Schedule: T/R 11 a.m. – 12:15 p.m. | Location: Carroll 142

Final Exam: May 5, 12-3 p.m.

Instructor: Dr. Lucinda Austin
Office: Carroll 375
E-mail: lucinda.austin@unc.edu

Office Hours: T 1-2 p.m.
Th 9-10 a.m.
Or by appointment/Zoom

DESCRIPTION

Today's communication and media professionals are called upon to work with diverse markets, audiences, publics, and stakeholders from around the world. To help prepare you for a career in the dynamic international world of communication, this class will introduce you to the British media market, including a spring break trip to London.* Prior to the London trip, you will learn about the history of media and communication industries in the United Kingdom, exploring both similarities and differences with those in the United States. You will consider how media industries interact with political, economic and cultural forces. You will travel to London to engage with and learn from communication and media professionals in news and strategic communication companies. You will also interact with students and faculty at City University London in an effort to expand your global perspectives about the complexities of communication messages and strategies. During the course, you will focus on your chosen area of specialization (journalism, public relations, advertising, graphic design, etc.), but you will also be fully engaged with students who are specializing in other areas. In addition to pre-departure classes led by Dr. Austin, students will take part in field trips to agencies and media outlets in London, have daily debriefs while there, and complete a final project upon returning to North Carolina.

**Students will not be able to successfully complete this course without participating in the spring break trip to London*

GOAL

The goal of this course is to enable students to understand the role of research in advertising and public relations and apply qualitative and quantitative methods.

OBJECTIVES

Upon completion of this course, students should be able to:

1. Learn about the relationship between culture and communication and consider the implications of cultural differences for media and communication professionals.
2. Learn about the historical development of media industries in the British market.
3. Become familiar with the current structure and key players in news and strategic communication industries in London.
4. Discuss ethical issues of concern for journalists and strategic communication professionals.
5. Consider both similarities and differences of media industries in Great Britain and the United States.
6. Research a current issue related to British media and/or markets in depth and present your findings to the class.

COURSE VALUES

- **Integrity and honesty:** All work should be your own, including research reports, tests, etc.
- **Completeness and thoroughness:** The best projects will meet all the objectives and requirements of the assignment.
- **Preparedness:** Complete reading assignments before class and be prepared to participate in class discussions. Turn assignments in on time.
- **Accuracy:** Data must be accurate and not falsified.
- **Professional courtesy:** Demonstrate courtesy toward your fellow classmates. Respect diverse backgrounds and opinions so that we may all gain insights from one another. Avoid disruptive classroom behaviors. Turn off all communication devices during class.

ACEJMC CORE COMPETENCIES:

The Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) requires that, irrespective of their particular specialization, all graduates should be aware of certain core values and competencies. This course is particularly relevant to the following competencies:

- Understand and apply the principles and laws of freedom of speech and press for the United States, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;
- Understand concepts and apply theories in the use and presentation of images and information;
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- Think critically, creatively and independently.

The full list of competencies is available here: <http://www.acejmc.org/policies-process/nine-standards>.

HONOR CODE

All students are expected to be familiar with and abide by the Honor Code. The student-led Honor System is responsible for adjudicating any suspected violations of the Honor Code and all suspected instances of academic dishonesty will be reported to the honor system. Information, including your responsibilities as a student is outlined in the Instrument of Student Judicial Governance (<http://instrument.unc.edu>). Your full participation and observance of the Honor Code is expected. If you have any questions about your responsibility or your instructor's responsibility as a faculty member under the Honor Code, please see the course instructor or Senior Associate Dean C. A. Tuggle, or you may speak with a representative of the Student Attorney Office or the Office of the Dean of Students. All work submitted for this course must be your own work. All sources used for information must be properly cited. The ideas and content within your materials must be original and not copied from others. In our industry, we are expected to be original and creative all of the time. If you have any questions about whether your use of reference material is appropriate, please see the professor.

TEXTBOOK AND READING ASSIGNMENTS

Meyer, E. (2014). *The Culture Map: Breaking Through the Invisible Boundaries of Global Business*
Supplemental readings will be assigned during the semester. Readings will be made available through Sakai.

COURSE ASSIGNMENTS

Book Review (15%) | Due date: Feb. 9

Each student will select a contemporary non-fiction book (written in 2010 or later and at least 100 pages) relevant to her area of interest within communication and with a UK focus and write a review. The review

should be 750-1,000 words and should summarize and critique the content of the book and highlight some of its key lessons for someone entering the field of communication.

Site Visit Company Profile (15%) | Due dates vary

Each student will be assigned one of the companies/organizations we may visit in London, write a profile (750-800 words) about it, and do a brief informal presentation to the class about the company/organization. Profiles will be shared with the class. ***Profiles should be submitted through Sakai AND posted to the Discussion Board by 10:30 a.m. on the day of the scheduled class presentation.***

Group Project (50%)

Research Paper	20%	Due date: April 25
Visual Element	15%	Due date: April 27
Class Presentation	15%	May 5 12-3 p.m.



Undergraduate students will be assigned to groups of two or three. Each group will select an issue/topic related to the UK and some aspect of media or communication. This assignment has three components:

1. A traditional research paper (10-12 pages) explaining the importance and scope of the topic, summarizing the research conducted by the group, and drawing conclusions.
2. A portfolio-quality visual element related to the topic of the final project. This could be in the form of an information graphic, a video, a photo essay, a website showcasing the key findings of your research, an interactive quiz or game related to the topic, etc.
3. An interactive 20-minute class presentation involving all members of the group.

Graduate students will be grouped together, and their work should be graduate quality, including three components:

1. A traditional research paper (18-20 pages) explaining the importance and scope of the topic, summarizing the research conducted by the group, bringing in relevant theory/strategy, and drawing conclusions.
2. A portfolio-quality element related to strategy or management of communication in the U.K., such as a guide, plan, or handbook.
3. An interactive 20-minute class presentation involving all members of the group.

For all students, graduate and undergraduate, at least one component of the final project must contain substantial material/information obtained during the London trip. All students in a group will receive the same project grade.

Examples of suitable topics include: the role of news media in Brexit, changing UK advertising standards related to stereotyping, the challenges of Brexit for international media companies headquartered in London, social media strategies to increase UK sports fan engagement, etc.

Trip Reflection Essay (10%) | Due date: March 21

During the London trip, you should take notes on what you are learning during the site visits. At the end of the trip, you will write an informal reflection essay focused on three key lessons you learned related to your professional and personal goals. This essay should incorporate specific material from the site visits as well as exploration of what you learned. (1,000-1,200 words)

Class Participation (10%)

This class will be conducted as a seminar, and the active participation of all class members is required. Each student will be expected to read assigned materials, attend on-campus class meetings, participate in discussions on Sakai, and actively participate in all tours and sessions during the London trip. You will receive a mid-term participation grade in mid-February.

Grading Breakdown

Group Grade	
Group Project	50%
<ul style="list-style-type: none">• Research Paper (20%)• Visual Element (15%)• Class Presentation (15%)	
Individual Grade	
Book Review	15%
Site Visit Company Profile	15%
Trip Reflection Essay	10%
Class Participation	10%
Total	100%

Grading Scale

Percent	Grade	Description
93 – 100	A	Mastery of course content at highest level; Outstanding attainment
90 – 92.99	A-	
88 – 89.99	B+	
83 – 87.99	B	Strong performance; Solid attainment
80 – 82.99	B-	
78 – 79.99	C+	Average performance; Basic attainment of the subject
73 – 77.99	C	has been demonstrated
70 – 72.99	C-	
68 – 69.99	D+	
60 – 67.99	D	Passing performance; Marginal attainment
<59.99	F	Failed performance; Unacceptable attainment

COURSE POLICIES

All students are expected to be in class on time. Please read all assignments before class so you may join our class conversations. This is a group-learning environment. Please come to class with ideas, comments, etc.

All course information is posted on Sakai and most assignments will be uploaded using Sakai: You will find the course syllabus, course schedule, assignments, supplemental readings and other important information about the course on Sakai (<http://sakai.unc.edu>). Additional information will be posted throughout the semester for upcoming course dates and assignments. You also can obtain the e-mail addresses of your classmates on Sakai. In an effort to make this class as “paperless” as possible, most assignments, other than exams, will be posted on Sakai and assignments should be uploaded via Sakai. It is your responsibility to keep up with Sakai and the content there. Your grades are posted in Sakai only so that you can stay updated on your progress; overall grades on Sakai are rough approximations of your overall grade in the course.

Attendance policy: Each student is expected to adhere to the attendance policy guidelines set forth in the syllabus. Just as professionals go to work each day, students in a professional school are expected to come to

class on time and be prepared to work. Attendance will be taken during each and every class at the beginning of class. Beyond the University Approved Absences (UAAs, see below), you are allowed two absences this semester for any reason with no penalty. Missing three classes will result in your final grade being lowered one full letter grade (10 points) and another letter grade for each absence after that. After being late three times, a student's final grade will be lowered one-half of a letter grade (5 points). If you are having internet or connectivity options, please contact the instructor—students will not be penalized for circumstances beyond their control. We will attempt to record guest talks—with guests' permission—for students unable to join.

UAAs may exist for students who have sanctioned university activity, such as presenting research at a national forum, class travel or university athletic travel, or for significant health conditions, or religious holiday observance. Students must request a UAA: <https://attendance.unc.edu/university-approved-absences-request/>.

Deadlines are firm. If you miss a deadline, you will receive a 10% reduction in your assignment grade for each 24-hour period the assignment is late. After 72 hours, the assignment will not be accepted and will be given a grade of zero. Late assignments must be e-mailed or handed to me personally. Since most assignments are submitted via Sakai, you can submit an assignment online in advance if you are unable to be in class the day an assignment is due. Unless you have a legitimate, documented excuse, there will be no make-ups for in-class assignments and no extra time given if arriving to class late. A make-up assignment must be done within the week following the original date and it is your responsibility to set up an appointment with me.

Religious Holiday Observance: Per university policy, students should request a university approved absence in advance of class for religious holiday observance: <https://attendance.unc.edu/university-approved-absences-request/>. Students are responsible for applying for the excused absence two weeks in advance of the date requested or as soon as possible if the date occurs within the first two weeks of the semester. This policy does not apply during the final examination period.

Student Accommodations: The University of North Carolina at Chapel Hill facilitates the implementation of reasonable accommodations, including resources and services, for students with disabilities, chronic medical conditions, a temporary disability or pregnancy complications resulting in difficulties with accessing learning opportunities. All accommodations are coordinated through the Accessibility Resources and Service Office (919-962-8300 or accessibility@unc.edu). Detailed information about the registration process is available at <https://accessibility.unc.edu/about-ars/policies/student-and-applicant-a...>

Diversity: The University of North Carolina at Chapel Hill is committed to equality of educational opportunity. The University does not discriminate in offering access to its educational programs and activities on the basis of age, gender, race, color, national origin, religion, creed, disability, veteran's status, sexual orientation, gender identity, or gender expression. The Dean of Students (Suite 1106, Student Academic Services Building, CB# 5100, 450 Ridge Road, Chapel Hill, NC 27599-5100 or [919] 966-4042) has been designated to handle inquiries regarding the university's nondiscrimination policies.

Harassment: We all have the right to our opinions. In the classroom, everyone should feel comfortable expressing his or her opinions. We do not need to agree but we do need to respect others' thoughts. The University does not tolerate harassment. Please support your classmates' and others' right to worship, act, look, and think, in their own way. Harassment is a violation of the Honor Code, Title VII of the Civil Rights Act (1964), and Title IX. If you are harassed or feel threatened, please bring it to my attention at an appropriate time or contact the Dean of Students (dos@unc.edu, 919-966-4042). The University's policy on Prohibiting Harassment and Discrimination is outlined in the Academic Catalog: <https://unc.policystat.com/policy/4514917/latest>.

Email and Communication: You are encouraged to e-mail me with any questions or comments you have throughout the semester. If you don't understand an assignment or have questions, please ask. It's sometimes hard to anticipate what students don't know or understand. I will do my best to respond within 24 to 48 hours, Monday through Friday 8 a.m. to 5 p.m. If your e-mail relates to your group project, please copy your group members on the e-mail. It is your responsibility to check e-mail and Sakai regularly for messages and updates.

CLASS SCHEDULE

Prior to spring break, class will meet at the regular time (11 a.m.-12:15 p.m. Tuesdays & Thursdays) each week. After travel to London, class will meet five times (including the final exam period) for project planning sessions and final project presentations.

***Schedule is subject to change—always use the updated version on Sakai.** Any revisions to the following outline will be discussed in class and posted on Sakai. Reading assignments will be posted on Sakai under Resources.

Date	Content	Due
Tue., Jan. 10	Overview Introduction Syllabus	
Thu., Jan. 12	The UK, EU, and Brexit	
Tue., Jan. 17	London and British culture Site Visit Profile	
Thu., Jan. 19	The Culture Map Introduction Site Visit Profile	
Tue., Jan. 24	The Culture Map, Wrap Up Site Visit Profile	
Thu., Jan. 26	The UK News Industry (History) Discussion of final project topics Site Visit Profile	<i>Preliminary class project topic due</i>
Tue., Jan. 31	The UK News Industry (current) The UK Economic Climate Site Visit Profile	
Thu., Feb. 2	Site Visit Profile Guest Speaker: TBA	
Tue., Feb. 7	Site Visit Profile Guest Speaker: TBA	
Thu., Feb. 9	Site Visit Profile Guest Speaker: TBA	<i>Book review due</i>
Tue., Feb. 14	Wellbeing Day: No Class	
Thu., Feb. 16	Public relations/Advertising in the UK Site Visit Profile	<i>Class project final topic and supporting information due</i>
Tue., Feb. 21	Site Visit Profile Guest Speaker: TBA	
Thu., Feb. 23	Trip preparation information from Liana Penner; Trip Q&A	
Tue., Feb. 28	Entertainment Media in the UK Site Visit Profile	

Thu., Mar. 2	Site Visit Profile Guest Speaker: TBA <i>(Dr. Austin traveling)</i>	
Tue., Mar. 7	Site Visit Profile Guest Speaker: TBA	
Thu., Mar. 9	No class meeting (preparing for trip)	
Tue., Mar. 14	LONDON TRIP	
Thu., Mar. 16	LONDON TRIP	
Tue., Mar. 21	No class meeting (to allow for extra travel time for those returning)	<i>Trip reflection essay due</i>
Thu., Mar. 23	Trip debrief; discussion of class project assignment	
Tue., Mar. 28	Workday: No class meeting	
Thu., Mar. 30	Workday: No class meeting	<i>Research paper outline and final description of visual element due</i>
Tue., Apr. 4	Class group check-ins (Zoom)	
Thu., Apr. 6	Wellbeing Day: No Class	
Tue., Apr. 11	Workday: No class meeting	
Thu., Apr. 13	Workday: No class meeting	
Tue., Apr. 18	Class group check-ins (Zoom)	
Thu., Apr. 20	Workday: No class meeting	
Tue., Apr. 25	Workday: No class meeting	<i>Class project research paper due</i>
Thu. Apr. 27	Last Day of Class In-class project work: Plan for Presentations	<i>Group presentation visual due</i>
Fri. May 5, 12-3 p.m.	GROUP PRESENTATIONS AS FINAL EXAM TIME	