

## Vesalius College

### Course description

**Course title:** European Media Governance

**Course code:** CMM 261E / CMM 261

**Teacher responsible:** George Terzis

**Course description:**

The course provides students with a comprehensive understanding of the media policies in Europe and the European Union. It examines the changing nature of the relationship of media and European societies and the relationships between the market, the state and the civil society. By systematically analysing several distinctive features of different media this course examines the extent to which there exist distinctly regional and pan European media strategies and philosophical approaches in spite of the widespread globalisation in the Communication industry.

**Course objectives:**

The course aims to:

- a) Provide an in-depth media report on specific European countries and regions, and
- b) Provide students with a comprehensive understanding of the European wide media policies and debates.

**Skills Progression**

The Vesalius Communications Curriculum Committee has created a list of specific skills for Communication majors that must be developed in 200-level required courses. Most of those skills have been implemented into the course structure of CMM 261. In particular:

- enhanced writing skills, including the ability to employ rhetorical strategies effectively in written and oral assignments, summary writing and creativity
- reinforced research skills
- critical thinking
- interviewing techniques
- how to use statistics in reports
- extended presentation skills with PowerPoint
- ability to assess various communications models for effectiveness while factoring in the increasingly global perspective.

**Grade weighting scheme:**

Homework Assignment 30%

Presentation 10%

Mid-Term Exam 20%

Final Exam 30%

Attendance 10%

**Used course material (handbooks, readers, readings, newspapers, magazines) and references:**

Textbook Title: *European Media Governance: National and Regional Dimensions*,

Authors: Georgios Terzis

Publisher: Intellect Books

Date: 2007

**&**

*European Media Governance: The Brussels Dimension*,

Authors: Georgios Terzis

Publisher: Intellect Books

Date: 2008

**Guest Speakers from the following institutions will be invited:**

European Commission, DG Education-Media

European Parliament, Committee for Culture and Media

European Broadcasting Union

European Newspaper Publishers Association

European Association of Radios

European Association of Magazine Publishers

European Journalism Centre

European Centre for Digital Communication