

## Who controls the media in the digital age?

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<b>Start date</b>	22 January 2017	<b>Time</b>	10.00am – 4.45pm
<b>Venue</b>	Madingley Hall Madingley Cambridge		
<b>Tutor</b>	Ian Shields	<b>Course code</b>	1617NDX026

**Director of Programmes** Emma Jennings  
Public Programme Coordinator, Clare Kerr  
**For further information on this course, please contact** [clare.kerr@ice.cam.ac.uk](mailto:clare.kerr@ice.cam.ac.uk) or 01223 746237

**To book** See: [www.ice.cam.ac.uk](http://www.ice.cam.ac.uk) or telephone 01223 746262

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### Tutor biography

Ian spent 32 years in the Royal Air Force as a navigator initially on the Vulcan bomber, but latterly on the Hercules transport aircraft. He deployed to theatres as diverse as the Falkland Islands and Afghanistan, and commanded No 47 Squadron from 2001 – 2003. In the latter stages of his military career he entered a very academic stream, gaining two post-graduate degrees and ending his career in an MoD think-tank where he led a team looking forward 40 years to consider the use of air and space power. Ian is presently working on his PhD on British Media-Government Relations, is a regular commentator in the media, and is employed as a part-time lecturer and supervisor within the fields of International Relations and Security Studies.

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## Course programme

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09:30	Terrace bar open for pre-course tea/coffee
10:00 – 11:15	<b>Session 1: The Role of the Media: Past, Present and Future</b>
11:15	Coffee
11:45 – 13:00	<b>Session 2: The Age of Global Media and the International News Production Agenda</b>
13:00	Lunch
14:00 – 15:15	<b>Session 3: The Evolving Nature of International Political Communication</b>
15:15	Tea
15:30 – 16:45	<b>Session 4: Who Controls the Media in the Digital Age?</b>
16:45	Day-school ends

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## Course syllabus

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### **Aims:**

This is a general-interest course that aims to introduce those attending to the general concepts surrounding the role of the media today, how it has shaped the contemporary world and how it is highly influential in contemporary political dialogue. It will seek to introduce you to the challenges that the digital age represents for the collection and dissemination of news, and how control of the news agenda is now increasingly a contested area. It will aim to highlight both the opportunities and the challenges facing the Media today, and seek to provoke a more nuanced understanding of today's Media and its role in an era of globalised information and an always on-line digital world.

### **Content:**

The course will examine the development of the Media as technology has advanced, from print, through radio and then television and into the digital age. It will examine the impact of the rolling 24-hour news channels, and examine whether the news leads or responds to events, particularly in International Politics. It will examine who makes the news and who edits it, and who controls both the agenda and the companies that provide much of the International news coverage. The course will examine in depth the impact of the digital age, with the ubiquitous smart 'phone providing both source material and ready access, and ask to what extent the birth of social media has changed the news landscape. Through the day there will be plenty of time to explore other topics and issues, and the course is designed to be flexible.

### **Presentation of the course:**

The course will be delivered through four classroom-based sessions, each comprising a lecture and discussion period, although the nature of the topics invites participation throughout the day.

### **As a result of the course, within the constraints of the time available, students should be able to:**

- Develop their analytical skills through exploring a contributory factor to today's world
- Evaluate the role, reach and impact of the Media in the contemporary world.
- Identify the challenges that the digital revolution represents to the traditional setting of the News agenda, and the implications for international politics.

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## Reading and resources list

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Listed below are a number of texts that might be of interest for future reference, but do not need to be bought (or consulted) for the course.

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Author	Title	Publisher and date
David Welch	<i>Propaganda: Power and Persuasion</i>	The British Library; 2013
Paul Taylor	<i>Zizek and the Media</i>	Polity; 2011
Various	<i>Human Rights and a Changing Media Landscape</i>	Council of Europe; 2011
John Armitage	<i>Virilio and the Media</i>	Polity; 2012
Marshall McLuhan	<i>Understanding Media</i>	Routledge; 2010
Thussu & Freedman	<i>War and the Media</i>	Sage, 2012

## Website addresses

[www.bbc.co.uk/news](http://www.bbc.co.uk/news)

[www.aljazeera.com](http://www.aljazeera.com)

[www.itn.co.uk](http://www.itn.co.uk)

[www.news.sky.com](http://www.news.sky.com)

[www.cnn.com](http://www.cnn.com)

[www.koozai.com/blog](http://www.koozai.com/blog)

[www.journalism.co.uk/news](http://www.journalism.co.uk/news)

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## Additional information

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### Venue

Details of how to find Madingley Hall can be found on our website:

<http://www.ice.cam.ac.uk/who-we-are/how-to-find-the-institute>

### Refreshments

Tea and coffee and lunch will be provided. If you have any specific dietary requirements or allergies and have not already advised us, please inform our Admissions Team on

[ice.admissions@ice.cam.ac.uk](mailto:ice.admissions@ice.cam.ac.uk) or +44 (0)1223 746262.

**Note** Students of the Institute of Continuing Education are entitled to 20% discount on books published by Cambridge University Press (CUP) which are purchased at the Press bookshop, 1 Trinity Street, Cambridge (Mon-Sat 9am – 5:30pm, Sun 11am – 5pm). A letter or email confirming acceptance on to a current Institute course should be taken as evidence of enrolment.

*Information correct as of:* 12 January 2017