

News, Fake News and Responsibility: The Role of the Media in Today's World?

Start date 10 February 2019**End date** 10 February 2019**Venue** Madingley Hall
Madingley
Cambridge**Tutor** Ian Shields**Course code** 1819NDX021**Director of ISP & Lifelong Learning**

Sarah Ormrod

For further information on this course, please contactHoACA Lifelong Learning, Zara Kuckelhaus
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Tutor biography

Ian Shields 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 2 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

Course programme

10:00	The media and the modern world
11:15	Coffee
11:45	Infotainment and false news
13:00	Lunch
14:00	A case study: The war correspondent
15:15	Tea
15:30	Group discussion: The role of the media now and in the future; concluding comments.
16:45	Day school ends

Course syllabus

We live in a 24/7 news culture and – thanks to information technology – have unparalleled access to information: how many of us have a news feed on our mobile ‘phones? But this information is not the same as knowledge and just as we have more access so we are more vulnerable to distortion and “spin” of the stories: how can we really separate the news from the fake news? Fake news is designed to manipulate public opinion with ‘alternative facts’, and has become so pervasive that a quarter of all retweeted news is fake news – often passed on without the senders even realising it. How is this compromising the media’s role as the Fourth Estate, responsible for holding those in power to account, and investigating the real stories behind events? This Day School will explore the role of the media in contemporary society and seek to answer some of these questions.

Aims:

To examine the Media, its role and its responsibilities in the modern world.

To explore the growing challenges faced by the media in the West.

To consider what is meant by “fake news” and to consider its consequences.

Content:

This is a general-interest course aimed at anyone wishing to explore the growing role of the media in the contemporary world, and to look at the growing challenges that the “Fourth Estate” is facing. Through a series of lectures and discussion sessions, we will consider the historic role of the media, look at how news is chosen, reported and disseminated today, and discuss some of the challenges that the media itself faces, not least the accusation of publishing and broadcasting fake news. The course will seek to ask whether the media can continue to play its role of holding the elite to account.

Presentation of the course:

The course will be delivered through formal lectures, and a group discussion.

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 key factor in today’s modern world.

Evaluate the changing role and importance of the media.

Identify the challenges the media itself faces in the 24/7 on-line, social media contemporary world.

Reading and resources list

Listed below are texts that might be of interest should you wish to supplement your learning on the course. Any essential reading is marked with an asterisk *

Author	Title	Publisher and date
Marshall McLuan	Understanding Media	Routledge (2001)
Noam Chomsky	Media Control: The Spectacular Achievements of Propaganda 2nd ed	Seven Stories Press (2008)
Matthew d'Ancona	Post-Truth: The New War on Truth and How to Fight Back	Ebury Press (2017)

Website addresses

An excellent Non-Governmental Organisation that seeks to uphold the freedom of the press and to support/protect journalists is the charity Reporters Without Borders and their website is well worth a look at:

<https://rsf.org/en>

Also, the Ethical Journalism Network (<https://ethicaljournalismnetwork.org>), which has produced the Accountable Journalism Database, and numerous reports including *The Trust Factor: Journalism and Self-Regulation*.

Additional information

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 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: 21 January 2019