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Jean Monnet
Center of Excellence
University of Florida

EU in Practice: Reporting on the EU*

EUS 4931
1-credit

February 26th – March 1st, 2024

Draft Syllabus

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Office Hours:

Course Description:

This 1-credit course examines contemporary journalism in a European context. The class will explore the opportunities and challenges of covering political, economic and social issues explicitly from a 'European' rather than a 'local' and 'national' perspective. Students in the course will discuss the role of journalism in the context of European integration and the media impact.

Course Objectives:

At the end of the course, students will be able to:

- Discuss the importance of journalism in European integration
- Critically analyze the mainstream media coverage of the EU
- Develop tools to examine local and regional current events through a European lens and create connections for their readers
- Assess the obstacles to EU news coverage and dissemination

Assignments:

- Attendance & Participation (15%)
- Discussion Posts (20%)
- EU Blog (30%)
- Final Project (35%)

Required Textbooks

- Readings will be provided to students on Canvas

* The European Commission support for this program does not constitute an endorsement of the contents which effect the views of the presenter, and the Commission cannot be held responsible for any use which may be made of the information given.

Outline

Day 1 – Introduction into EU Affairs Journalism:

Topics:

- Getting to know each other and expectations.
- Modern journalism. What does a journalist “do”?
- Understanding the EU as a journalist: Basics and complexity.

Required Readings

- Heikkilä, Heikki & Risto Kunelius. 2008. “ [Ambivalent Ambassador and Realistic Reporters: the Calling of Cosmopolitanism and the Seduction of the Secular in EU Journalism.](#) ” *Journalism* 9(4): 377-397.
- PODCAST Selva, Meera, Nikki Usher. 2021. “[How Can We Create a Journalism that Reaches Out Beyond Elites?](#) ” Reuters Institute, University of Oxford. 13 April.
- Lloyd, John and Cristina Marconi. 2014. “Communicating to the Communicators: How the EU Presents Itself.” in *Reporting the EU: News, Media and the European Institutions* (London: I.B. Tauris & Co. Ltd.): 23-34.
- Brüggemann, Michael. 2010. “ [Information Policy and the Public Sphere: EU Communications and the Promises of Dialogue and Transparency.](#) ” *Javnost – The Public* 17(1): 5-21.

Recommended Readings

- Fanta, Alexander. 2018. “Why it Matters When the EU Denies Access to Journalists.” *European Journalism Observatory*. 28 March.

For those without an EU Background, helpful introductory texts:

- Pinder, John. 2018. *The European Union: A Very Short Introduction* (Oxford University Press), Chapters 1-2.
- Helen Wallace, Mark A. Pollack, Christilla Roederer-Rynning, and Alasdair R. Young. 2020. *Policy-Making in the European Union* (Oxford University Press).
- Bickerton, Chris. 2016. *The European Union: A Citizen's Guide* (Pelican Books).
- Moravcsik, Andrew. 2002. *Europe Without Illusions*. (University Press of America).

Day 2 – Is the End Near or False Alarm? EU Crises in the media

Topics:

- Covering the EU, transparency in the EU institutions, inside the press rooms.
- EU crises in the news.
- Institutional coverage in the media.
- Reporting from the Outside: candidate countries and US coverages of the EU.

Required Readings

- Nienstedt, Heinz-Werner, Hans Mathias Kepplinger, Oliver Quiting. 2015. “What Went Wrong and Why? Roots, Responsibilities, and Solutions of the Euro Crisis in European Newspapers.” In *the Euro Crisis in the Media: Journalistic Coverage of Economic Crisis and European Institutions*, ed. Robert Picard (London: I.B. Tauris & Co. Ltd.): 19-44.
- European Journalism Observatory. 2020. “Sad Farewell or New Dawn? Europe’s Media Reflect on ‘Brexit Day’.” 3 March.
- Fengler, Susanne and Marcus Kreutler. 2020. “How do the European Media Cover Migration?” *European Journalism Observatory*. 14 January.
- Mac Cormaic, Ruadhán. 2021. “The EU Needs a Single Market for News.” *Irish Times*. 3 April.
- Wohlert, Romy. 2013. “Future EU Members or Europe’s Internal Other? The Reciprocal News Coverage between Western Balkan Countries and the EU Member States.” *Southeast Europe Journal of Politics and Society* (2): 290-311.

Recommended Readings

- **For short background on the euro crisis** - Picard, Richard. 2015. "[Understanding the Crisis.](#)" in *The Euro-Crisis in the Media: Journalistic Coverage of Economic Crisis and European Institutions*, ed. Robert Picard (London: I.B. Tauris & Co. Ltd.): 1-16.
- Bobba, Giuliano & Antonella Seddone. 2017. "How Do Eurosceptic Parties and Economic Crisis Affect news Coverage of the European Union?: Evidence from the 2014 European Elections in Italy." *European Politics and Society* 19(2): 147-165.

Day 3 – Reporting on the EU (case studies)

Topics:

- EU Elections: democratic *rendez-vous* with citizens, *Spitzenkandidaten*.
- The Global Stage: A geopolitical Union that learns the language of power.
- Answering the call of history: EU Reform and Enlargement.

Required Readings

- Von Nordheim, Gerret, Tina Bettels Schwabbauer, Paula Kennedy. 2021. "Toxic Europeanisation: Coverage of the 2019 EU Elections." *European Journalism Observatory*. 27 January.
- Schulze, Heidi. 2016. "The Spitzenkandidaten in the European Parliament Election Campaign Coverage 2014 in Germany, France, and the United Kingdom" *Politics and Governance* 4(1): 23-36.
- Kandyla, Anna-Angela & Claes de Vreese. 2011. "News Media Representations of a Common EU Foreign and Security Policy: A Cross-National Content Analysis of CFSP Coverage in National Quality Newspapers." *Comparative European Politics* 9(1): 52-75
- Von Nordheim, Gerret, Karin Boczek, Lars Koppers, Elena Erdmann. 2018. "Reuniting a Divided Public? Tracing the TTIP Debate on Twitter and in Traditional Media." *International Journal of Communication* 12(1): 548-569.

Recommended Readings

- Lloyd, John and Cristina Marconi. 2014. "The Globalists: Reporting for the Elite." in *Reporting the EU: News, Media and the European Institutions* (London: I.B. Tauris & Co. Ltd.): 69-72.
- Cloos, Jim. *Spitzenkandidaten: A debate about power and about the future development of the EU* (Egmont Institute - <https://www.egmontinstitute.be/app/uploads/2019/09/EPB56.pdf?type=pdf>)
- Answering the Call of History. 2023 State of the Union Address by President von der Leyen (https://ec.europa.eu/commission/presscorner/detail/en/speech_23_4426)
- Quo Vadis Europa. The Birth of Geopolitical Europe (Josep Borrell) https://www.youtube.com/watch?v=jxgk-Gp5jo0&ab_channel=ECFR
European Council on Foreign Relations. Catch-27: The contradictory thinking about enlargement in the EU (<https://ecfr.eu/publication/catch-27-the-contradictory-thinking-about-enlargement-in-the-eu/>)
- European Council on Foreign Relations. Living in an à la carte world: What European policymakers should learn from global public opinion (<https://ecfr.eu/publication/living-in-an-a-la-carte-world-what-european-policymakers-should-learn-from-global-public-opinion/>)
- Report of the Franco-German Working Group on EU Institutional Reform. Sailing on High Seas: Reforming and Enlarging the EU for the 21st Century (<https://www.politico.eu/wp-content/uploads/2023/09/19/Paper-EU-reform.pdf>).

Day 4 – The future of reporting in the EU: Creating an EU Public

Topics:

- EU identity and integration.
- The role of the media and state of journalistic freedom in the EU
- New platforms and trends in news consumption.
- Tools for journalists.

Required Readings

- Russ-Mohl, Stephan. 2019. "The Pressing Need for a European Public Sphere." European Journalism Observatory. 12 June.
- Herkman, Juha and Timo Harjuniemi. 2015. "Unity or Heterogeneity: The Promise of a European Public Sphere?" in *The Euro Crisis in the Media: Journalistic Coverage of Economic Crisis and European Institutions*, ed. Robert Picard (London: I.B. Tauris & Co. Ltd.): 221-236
- European Parliament. 2023. "[Media Pluralism and the European Union](#) ." in *The European Media Freedom Act: Media Freedom, Freedom of Expression, and Pluralism*: 17-35
- Marthoz, Jean-Paul and Tom Gibson. 2023. [Fragile Progress: The Struggle for Press Freedom in the European Union](#) . Committee to Protect Journalists: 10-37
- Final report of the High Level Expert Group on Fake News and Online Disinformation. 2018. (European Commission - <https://digital-strategy.ec.europa.eu/en/library/final-report-high-level-expert-group-fake-news-and-online-disinformation>)

Recommended Readings

- EBU. 2019. "Conclusions of the High-Level Conference on "Shaping the Future of EU Media Policy." Brussels, Belgium, 3 December. <https://www.ebu.ch/files/live/sites/ebu/files/Publications/Presentations/FINAL%20Conclusions%20from%20EU%20media%20policy%20conference%2003122019.pdf>
- PODCAST: Krupa, Jakub, Peter Erdelyi, Meera Selva. 2021. "How Press Freedom is Threatened in Hungary and Poland." Reuters Institute, University of Oxford. 1 May. <https://reutersinstitute.politics.ox.ac.uk/risj-review/our-podcast-how-press-freedom-threatened-hungary-and-poland>
- European Journalism Observatory. *Digitalisation: Changing The Relationship Between Public Relations And Journalism* (<https://en.ejo.ch/public-relations/digitalisation-changing-the-relationship-between-public-relations-and-journalism>)
- European Journalism Observatory. *The battle against disinformation and Russian propaganda in Central and Eastern Europe* (<https://en.ejo.ch/media-politics/the-battle-against-disinformation-and-russian-propaganda-in-central-and-eastern-europe>)

Day 5 – Presentations and Conclusions

Topics:

- From thinkers to doers and vice versa.