



Instructor

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Course Description

This course examines the British Broadcasting Corporation and its central role in British society since the early 20th century. Using perspectives drawn from media and cultural studies, we analyze the programming, economics, and politics of the BBC against the backdrop of an always-contested notion of Britishness. You will undertake a historical study of their own, and other assignments are designed to help you take advantage of living in Bath in order to better understand the past and present role of the BBC in British life.

Learning Goals

This course aims to achieve three overarching goals:

1. It will introduce you to theories and methods of studying radio and television within their social context, serving as a primer on media and cultural studies.
2. It will provide a broad overview of the British Broadcasting Corporation and its intersection with key events and trends in 20th-century British history
3. It will allow you to reflect on important questions pertaining to media and society by connecting them with examples in the BBC's history, such as: what should the structure of the media system be, and how should disputes over culture be resolved?

Required Course Materials

The course has no required books; all readings will be made available to you in electronic form.

Assignments

All assignments must be completed to pass the course. Late assignments will be penalized 1/2-grade per day (e.g. B to B-).

Presentation	15%	Paper 2	30%
Paper 1	30%	Class Engagement	25%

Policies

Attendance: Your attendance and participation are integral to the success of the course as well as your own personal achievement. You are expected to attend class daily and on time. If you are unable to attend class, you should contact the Dean & Director, Jonathan Hope, or Director of Studies, Lucy Marten, who will inform us of your absence. Unauthorized absence from class will jeopardize a satisfactory final grade for the course. Be in your seat and ready to begin class at the scheduled start time.

Engagement: The main responsibility for creating a productive and enjoyable class rests with you, which is why class contribution is weighted heavily in your final grade (25%). Your active engagement affects not only what you get out of the course but also what your classmates get out of the course. Merely attending class is not enough for your success in this class. While you can demonstrate class engagement in ways other than speaking in class (e.g. sending me your thoughts via email; talking with me outside of class about ideas), engagement grades above a C will be reserved for students who regularly and productively participate in class discussions, engage effectively with others' comments, reveal through their questions and comments that they are well prepared and have done the reading, and consistently demonstrate a positive and productive attitude toward their classmates and the course as a whole.

Academic misconduct: Plagiarism, like all cheating, is a serious offense. It means presenting another person's work as your own--whether that person is a friend, tutor, blogger, or published author. Copying passages or paraphrasing ideas belonging to another person without acknowledging the source of those ideas is plagiarism. You can avoid this offense if you simply correctly cite and reference the source you use, if any. ASE reserves the right to reduce/fail individual course grades in the event of proven academic dishonesty (plagiarism, cheating etc). I am happy to answer questions and provide resources to help you avoid miscitation and plagiarism in your written work.

Daily Schedule

Readings should be completed by that day's class, and you should come prepared to discuss them.

WEEK 1: INTRODUCTION TO THE BBC

June 9	Introduction Course overview; a cultural approach to media studies; theories of nationalism	<u>Read:</u>	George Orwell, "England Your England"
June 10	Cultural Context Post-WWI England; the emergence of broadcasting; theories of modernity	<u>Read:</u>	Matthew Arnold, <i>Culture and Anarchy</i> (excerpt) Wilfred Owen, "Dulce Et Decorum Est" Siegfried Sassoon, "Survivors"
June 11	Reithianism High culture, low culture; fears of mass media; class and gender in British society	<u>Read:</u>	Lord Reith, <i>Into the Wind</i> (excerpt) Todd Avery, "Arnold Over Britain?"
June 12	Public Service and/versus Commercial Broadcasting What is public service broadcasting and how does it differ from commercial systems?	<u>Read:</u>	Michele Hilmes, "British Quality, American Chaos"

WEEK 2: THE BBC AND THE SECOND WORLD WAR

June 16	The Interwar Years Guest Lecturer: Julia Taylor, Bournemouth	Read:	Julia Taylor, "From Sound to Print," Ch. 10-11
June 17	Researching the BBC Theories of historiography; resources for researching your papers;	<u>Present:</u>	Viewing Impressions
June 18	Wartime Journalism The role of the BBC in WWII; ethics of journalism at times of crisis	<u>Read:</u>	Simon Potter, <i>Broadcasting Empire</i> (excerpt)
June 19	Wartime Entertainment Radio and gender; theories of media "effects"	<u>Read:</u>	Christina Baade, <i>Victory Through Harmony</i> (excerpt)

WEEK 3: THE BBC AND POSTWAR CULTURE

June 23	Screenings Catching up on important BBC texts and getting ready for future readings	<u>Turn In:</u>	Paper 1
June 24	The Pilkington Report Postwar British culture and the BBC	<u>Read:</u>	Richard Hoggart, <i>The Uses of Literacy</i> (excerpt) Viscount Hailsham, House of Lords Testimony
June 25	Cultural Struggles Intellectual property and "piracy"; postwar generational conflict	<u>Read:</u>	Morrisey, <i>Autobiography</i> (excerpt) Adrian Johns, "The Two Towers"
June 26	The BBC and Nationalism Does public service broadcasting still matter? To whom and why?	<u>Read:</u>	Seaton, "'The BBC and Metabolising Britishness'"
June 27-8	Course trip to London		BBC Broadcasting House tour; Alexandra Palace tour; a visit to Churchill's Cabinet War Rooms; interview with Official BBC Historian Jean Seaton (hopefully); other relevant sites in London

WEEK 4: THE BBC AND GLOBALIZATION

June 30	The World Service I Theories of globalization; introduction to "Orientalism"; the BBC as global media conglomerate	<u>Read:</u>	Annabelle Sreberny et al., "The BBC World Service and the Middle East"
July 1	The World Service II Race, immigration, and British society	<u>Read:</u>	Darrell Newton, "Calling the West Indies: The BBC World Service and <i>Caribbean Voices</i> "

July 2 NO CLASS: Oxford Trip

July 3 Digitalization
The challenges of new media and
competition

Read: Thumin & Chouliraki, "Legitimising the BBC in
the Digital Cultural Sphere"

Listen: *The Media Show*, "BBC Digital Strategy"
(Oct. 9, 2013); link will be emailed to you

WEEK 5: THREE CASE STUDIES

July 7 *Monty Python*
Transnational cultural flows; Britishness
in American culture

Read: Jeffrey Miller, "(Naughty) Bits of Limey
Eccentricity"

July 8 Screenings
Eastenders, Doctor Who

Turn In: Paper 2

July 9 *EastEnders*
Thatcherism; neoliberalism and/in
popular culture

Read: Lamuedra and O'Donnell, "Community as
Context"

July 10 *Doctor Who*
Fandom and theories of audiences;
Britain/the BBC as global media producer

Read: Matt Hills, "The Dispersible Television Text"