DC Lead
Master in Digital Communication Leadership

Module 3A / Semester 2:	
Title of the course	EU Media and Communication Policy
Coordinator of the course:	Tim RAATS
Content/Description	This course consists of a combination of lectures and interactive sessions. It aims to provide a broad overview of EU policy initiatives in the media and communications sector, by setting out from a thematic approach. The central question addressed in the course is how European Institutions are shaping policies for public interest in the market place. This entails, amongst others, issues related to freedom of expression, cultural diversity, quality and trust in media. We tackle these issues setting out from a thematic approach, focusing on various cases within EU media policy. The first part of the course provides an introductory overview of EU policymaking and the most important institutions and policy processes. Secondly, we discuss various concepts related to public interest in media and how they can be applied in the various sectors. Particular attention is given to the discussion of 'cultural diversity' and its translation within European and international policies. The third part explores the impact of EU policymaking in specific domains. It discusses how EU institutions are affecting the structures and workings, what challenges and tensions arise in a multi-level governance environment, and how effective EU policymaking is in the various domains. Four thematic building blocks are then explored via case studies: • Public Service Media and the application of State Aid Rules • Film support mechanisms (State Aid and European measures) • The Audiovisual Media Services Directive and its importance for audiovisual industries • Autonomy and effectiveness of national and supranational Media regulators Aside from these thematic blocks, students will also present country files reflecting on challenges and tensions in various media regimes (not only in Europe), in order to be able to reflect on the effectiveness and specificity of EU media and communication policies.
Workload: ECTS	6 ECTS Credits Total student working hours: 150 hours Attendance: 26 hours Mandatory Reading: 78 hours Preparation of exercise: 14 hours Preparation of exam: 32 hours
Objectives	This course aims at an advanced and critical knowledge about the policymaking of the EU in the media and communications related domain. The goals of the course are: • To gain critical insights in the policymaking process of the EU, with special attention to aspects of multilevel governance. • Advanced theoretical and empirical knowledge of policy analysis and impact analysis on a European level

	• Case study approach aimed at independently acquired knowledge of EU policy initiatives in the media & communications related sector.
	• Independent research with a view on critical debates and discussions during class.
	• Accurate, clear and evidence based formulation of critical insights and viewpoints
	• Assessment of impact of public interest objectives
	• Increase knowledge of EU institutions and EU policymaking, with specific regard to EU media and communications regulation
	The course contributes to the following learning results of the international master program 'New Media and Society in Europe'
	• Students show in-depth knowledge, understanding and insight within the field of communication sciences and in relation to the latest evolutions and discussions at both the national and international level regarding *media, internet and globalization*.
	• Students demonstrate the ability to critically contextualise and evaluate current national and international developments and discussions, and are able to independently deepen insights related to complex problems on the basis of an original framework of analysis, thereby expanding the theoretical basis related to their own fields of interest.
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	• Students show an open and constructive attitude whilst having respect for other views and beliefs.
	• Students act upon an open attitude in a culturally diverse international context. They critically reflect on their own (geographical, social, cultural, local, personal, etc.) position.
	• Students are competent to translate acquired understandings and findings into concrete conclusions, scenarios, advice, policy recommendations and strategies, and are able to communicate and implement these in a professional manner.
Guest Lecturers (if applicable)	–

Grading
The final grade is composed based on the following categories:

- Oral Exam determines 70% of the final mark.
- Other Exam determines 30% of the final mark.

Within the Oral Exam category, the following assignments need to be completed:

Oral Exam with a relative weight of 100 which comprises 70% of the final mark.

Note: Oral exam with short written preparation

Within the Other Exam category, the following assignments need to be completed:

Assignment + Discussions with a relative weight of 100 which comprises 30% of the final mark.

Note: Course assignment 'country file presentation' + group discussions