THE FUTURE OF THE MEDIA NEW MODELS, ECONOMIC PERSPECTIVES AND LESSONS OF DEMOCRACY

Professeur(s) : Julia Cagé - Année universitaire 2017/2018 : FCM - Semestre d’autonome

SÉANCE DE COURS

Session 1: Why do we care about the media? Information and democracy

Description:
What is information?
Political participation and informed votes.
Information, corruption and government accountability.

Required readings:

Recommended readings:

Session 2: Why do we care about the media? Political polarization in the digital world

Description:
Information consumption in the digital age.
Do people use the Internet to listen and speak only to the like-minded?
High-choice media environment (cable TV, internet, social media,…) and political polarization.

Does the Internet decrease political participation?

What role did social media and fake news play in recent elections (e.g. 2016 US elections and Brexit)?

**Required readings:**


**Recommended readings:**


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**Session 3: The dictatorship of the platforms (Google, Facebook,…) and the threats to press freedom**

**Description:**

Facebook and Instant Articles: is Facebook eating the media? What about Google News?

Facebook and the trending topics: is Facebook eating the world? How do editors decide on the coverage for stories?

What is the role played by algorithms?

The filter bubble and the increase in personalization.

**Required readings:**

- Bell, Emily (2016): “Facebook is eating the world,” *Columbia Journalism Review*, March 7th.

**Recommended readings:**


Session 4: Why do we care about the media? Social media and the power of the street

Description:
The role of social media in demonstrations and protests (e.g. the Arab Spring)
Social media censorship and collective expression.

Required readings:

Recommended readings:

Session 5: Why do we care about the media? Information and economic development

Description:
The effect of the media on women empowerment, HIV prevention, and teen pregnancy.
The educational entertainment theory.

Required readings:
Recommended readings:


Session 6: The production of information: The business model of the media and the future of journalism

Description:

What is the business model of the media?

The production of information: fixed costs and increasing returns to scale. Why does the *New York Times* have four times as many journalists as *Le Monde*?

Who are the journalists and how are they paid?

“Robot journalism”, the future of journalism? What about data journalism? And citizen journalism?

Required readings:


Recommended readings:


Session 7: The production of information: Plagiarism and the challenges of the digital era

Description:

Who are the main providers of original news in an online world?

What are the benefits of breaking out a story? What is the life cycle of the value of news? How does information change as it propagates?

Producing commodity news or high-quality news?

News aggregators and copyright violations.
Required readings:


Recommended readings:

Session 8: Who is paying for news? Paying for content and advertising revenues

Description:
Advertising revenues vs. circulation revenues. Why are online advertising revenues lower than print advertising revenues?

Is advertising a guarant or a threat to newspaper independence?

The global rise of adblocking and the need for a new funding models.

Required readings:

Recommended readings:
Session 9: Who is paying for news? The government and the media

Description:
Why do we need government intervention in the media?
Government taxes and subsidies in the media around the world.
Is government involvement in the media evil? What are the forms of government involvement in the media?
Lesson from Trump’s relationship with US media.
Media censorship and the World Press Freedom index. Lessons from Turkey, Poland and Hungary.

Required readings:

Recommended readings:

Session 10: Who is paying for news? Media tycoons and media independence

Description:
The new “press barons” – from Citizen Kane to Murdoch and Jeff Bezos – and the risks for media independence.
Money in the media and in politics: one dollar one vote?

Required readings:

Recommended readings:
Session 11: Trust in the media and media bias

Description:
Why don’t people trust the media?
How to measure media bias?
What are the determinants of media bias?
What are the consequences of media bias?

Required readings:

Recommended readings:

Session 12: The future of the media

Description:
The emergence of giant media corporations.
Media power and media independence.
Non profit media.
How to save the media? A new economic and legal framework for the media, at the intersection between public shareholders companies and foundations.

Required readings:

Recommended readings: