

Media and journalism: an introduction to history and trends

12 hours, 8 sessions

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A journalist with Agence France Presse for the past 28 years, Philippe Bernès-Lasserre graduated from Sciences-Po Bordeaux and Ecole Supérieure de Journalisme Lille, with an Diploma in English language from the University of California, Berkeley. As a newswire journalist, he has spent over half of his time as a foreign correspondent, based in the British Isles (1992-1997), covering, among others, the Northern Ireland conflict, then based in Southern Africa (1998-2004), covering the Mandela-Mbeki presidencies in South Africa as well as African conflicts, then in the Andean states (2009-2012), covering Peru, Chile and Bolivia. As a keen occasional Sports reporter, he has also covered rugby World cups and Olympic games for AFP. He has taught journalism at CELSA, Paris, University of the Witwatersrand, Johannesburg, and since 2014 at Sciences-Po Bordeaux and Institut de Journalisme Bordeaux-Aquitaine (IJBA).

COURSE OUTLINE/DESCRIPTION

An ever-growing hunger for news, alongside an ever-improving technological capacity for gathering, transmitting and consuming news, has shaped the history of world media and so that of journalism. The profession has had to constantly reinvent itself, as it is now, with the advent of the internet revolution, leading to news media formats and journalistic trends yet to be defined, economically sustained, or merely explored.

This course will aim to explore the history of newsmaking and reporting, and give an overview of how technological progress, as well as a constant and elusive search for a lasting media business model, has been feeding, and at times shaping, the news. Back from the days of the Gazettes of the 17th century right up to the 21st century explorations of virtual reality journalism.

The course is aimed at first year students, NOT necessarily planning to specialise in journalism, but eager to get an insight into the story behind the news and the making of news, and a familiarisation with the history and economic environment of news and media, of which Sciences Po, and society at, will expect of them to be avid readers.

Evaluation :

A 4-page maximum essay, written within 3 weeks after the end of the course, answering a given topic, drawing from the content of the course, as well as from recommended readings, and potential personal research **(filed on Moodle)**.

Provisonal sessions' program:

What is news ? Worth una gazzetta, yet priceless and eternal

- An introduction to what news always meant, from human prehistory onwards, and to the importance attached to getting the news first.

From oral to digital: technology maketh the news

- From tales and ballads to smartphones applications: an idea on how technology has helped get, disseminate the news as well as has shaped the news.

The golden age (that never was) of journalism

- A journey through the missons and constraints, ups and downs of journalism, from the era of "no deadline" to that of the 24/7 journalism.

Media empires and job losses: it's the economy, stupid

- A glimpse at the endless search for a newsmedia business model, that has helped build global media empires, but today threatens the very existence of a profession.

Internet: a revolution like never before. Again.

- A reflexion on how we are nowadays getting informed, more, faster, any time, any place, on any topic, and whether we are better informed ?

The "death of journalism": possibly an inaccurate information

- Of historical media attempts at remodeling, diversifying, reinventing themselves, and of citizen reporters: aren't we all journalists ?

Read tomorrow's news today

- Between robot journalism and virtual reporting: how will we get our news tomorrow, and more importantly, how will our children ?

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