

**MEDIA, DEMOCRATIZATION AND INTERNATIONAL DEVELOPMENT:  
FOUNDATIONS FOR A MORE ROBUST RESEARCH AGENDA**

Course description for CEU Summer University, 2009  
Central European University, Budapest, Hungary  
Dates: June 29 – July 15, 2009  
Duration: 2.5 weeks (13 week days)

**Organized by** the Center for Global Communication Studies at the Annenberg School for Communication, University of Pennsylvania and the Center for Media and Communication Studies (CMCS), Central European University (CEU). The course is being developed in collaboration with The James M. Cox Center for International Mass Communication Training and Research at the University of Georgia and the Novi Sad School of Journalism, Novi Sad, Serbia. Student scholarships provided by a grant from the Open Society Institute (OSI) Network Media Program.

**Course Directors:**

- Susan Abbott, Center for Global Communication Studies, Annenberg School
- Kate Coyer, CMCS at CEU, Budapest, Hungary
- Monroe Price, Center for Global Communication Studies, Annenberg School
- Tudor Vlad, James M. Cox Center at the University of Georgia

**Faculty:**

- Lee Becker, University of Georgia, Athens, USA
- Tom Jacobson, School of Communications and Theater and Professor of Communication in the School's Department of Broadcasting, Telecommunications, and Mass Media, Temple University
- Linje Manyozo, Department of Media and Communication, London School of Economics, UK
- Sandor Orban, South East European Network for Professionalization of Media (SEENPM), Budapest
- Ilona Moricz, Center for Independent Journalism Hungary
- James Deane, Policy Development of the BBC World Service Trust, London, UK
- Gerry Power, Research and Knowledge Management, BBC World Service Trust
- Anna Godfrey, BBC World Service Trust
- Persephone Miel, Berkman Center, Harvard University & Internews
- Arne Hintz, CEU, Center for Media and Communication Studies (CMCS), Budapest
- Peter Molnar, CEU, Center for Media and Communication Studies, Budapest
- Marius Dragomir, Open Society Institute, Network Media Program, UK
- Maureen Taylor, University of Oklahoma
- Balint Molnar, Deputy Director Freedom House Europe

**Course coordinators:**

- Karolin Benko, Center for Media and Communication Studies, CEU
- Libby Morgan, Center for Global Communication Studies, Annenberg School

**All sessions held in the Gellner Room at CEU, Nador 9, unless otherwise noted.**

## **Course Syllabus**

### ***Week One – Theory and Methodology Intensive***

During the first week of the summer school, emphasis will be on theory and methods. These seminar style classes are meant to provide a broad overview of theoretical discussions and intellectual currents that have influenced the field of media development. The lectures on theory are meant to give students a grand introduction to the importance of research design, a look at how to approach qualitative and quantitative research, and a chance to interact with researchers working on media and development issues. This sort of interaction is an important aspect of this summer school, and essential from the perspective of building a network of researchers working in this area.

Following a morning and afternoon seminar, each day will end with a lecture or informal discussion on a timely issues-oriented topic of interest to media development. Topics will be confirmed closer to the date of the summer school and speakers will include invited faculty as well as other experts (academics and practitioners in Budapest at the time of the summer school).

### ***Monday***

#### **Morning Seminars**

900-1000

*SUN CEU Introduction and welcome* (SUN directors – **Location: CEU Auditorium**)

1030-1200

*Overview and introduction to the course* and details of the field work component, opening ice breaker and more (Susan Abbott, Kate Coyer, Monroe Price – **Location Gellner Room, CEU**)

1200 Pre-lunch tour of the CEU buildings, including library and available computer labs

#### **Afternoon Seminars**

1400-1530

*Case Study in Methods of Evaluation: Freedom House* Freedom House Europe is a Hungarian nonprofit organization that plays a unique role in strengthening democracy and supporting human rights in Southeast Europe, the Newly Independent States and the greater European Neighborhood. (Balint Molnar)

1600-1730

Press Freedom Indices, What do they tell us, and how are they helpful for media development? (Lee Becker and Tudor Vlad)

*Required reading: Becker, Vlad and Nusser, An Evaluation of Press Freedom Indicators*  
*Browse the following websites: IREX Media Sustainability Index, Freedom House Freedom of the Press Index, Reporters Without Borders World Report;* (make a special effort to read the reports for Serbia and Romania, and your own countries very carefully!)

**Opening Reception (CEU Auditorium, 1800)**

**Tuesday**

**Morning Seminars**

930-1100 & 1130-1300

*Origins of Media Development: Modernization Theory: Its Legacy and Its Critics* - 2 part session (Tom Jacobson)

*Required reading: So, The Modernization Perspective*

*Required reading: Schramm, The Role of Information in National Development*

**Afternoon Seminars**

1400-1530

*Critical Thinking About Media Development* focusing on theories and practices of development and how the politics of international development may affect media development related agendas (Susan Abbott and Monroe Price)

*Required reading: CIMA, Empowering Independent Media*

*Required reading: GAO Report, Independent Media Development Abroad*

1600-1730

*Special topics lecture: Can government funding and regulation improve the quality of children's television?* (Amy Jordan)

*Required reading: Amy B. Jordan, Children's Media Policy, 2008*

*Required reading: Kibria & Jain, Cultural Impacts of Sisimpur, Sesame Street, in Rural Bangladesh: Views of Family Members and Teachers*

**Wednesday**

**Morning Seminar**

930-1030

*Research and Writing Seminar: A Case Study on Doing Research about Cold War Era Journalism – Radio Free Europe and Tales from the Reporting News to People Behind the Iron Curtain.* This talk will cover how a “recovering journalist” developed a serious research project from the idea stage to a full-fledged research project. It will cover issues of developing a research framework, selecting a research methodology, what questions she asked, how she found people to interview, and the differences she faced in doing research as a journalist as compared to an academic. (Susan Haas)

1100-1230

*The Relevance of Research for Policy Makers: Practical Uses of Research* (Monroe Price with Susan Abbott and Kate Coyer,)

## Lunchtime Discussion

*The boundaries of public discourse in the process of democratization* (Peter Molnar)  
New democracies face the challenge of overcoming the crippling legacy of totalitarian, authoritarian and paternalistic regimes. Even the best law and policy can have only limited impact, but can at least help enable people to (re)build the social fabric - including contested but shared history - necessary for the existence of democratic community. This talk will present FOI and `hate speech` as examples of different policy choices that shape the boundaries of public discourse. Robust access to information, constitutional ban on broad hate speech laws that could be abused/designed to exclude dissenting voices from the domain of public discourse are all essential elements of open debate on public matters.

*Required reading: Post, Hate Speech*

*Required reading: Tasz v Hungary, case study*

## Afternoon Seminars

1500-1630

*Media Development and Roma Media in the Region*, discussion and site visit with Sandor Orban, executive director of the South East European Network for Professionalization of Media (SEENPM) and Ilona Moricz, director of the Center for Independent Journalism Hungary (office of SEENPM located at Vas u. 6/1/5, 1088 Budapest)

## Thursday

### Morning Seminars

930-1100

*Communication for Development Research* (Linje Manyozo)

Communication for development research challenges us to [re]think questions of participation, power and impact. The praxis motivates us to question the concept of research itself. Beginning with introducing general questions on qualitative research, the discussion is a Freirean interrogation of the relationship between research and engagement, and focuses on the challenge of framing and doing research in comdev. The Participatory Rural Communication Appraisal (PRCA) is introduced here to elucidate the challenges of doing research with and alongside communities.

*Required reading: Linje Manyozo, Participatory Rural Communication Appraisal - Starting with the People*

1130-1300

*Community Engagement and Communication* (Linje Manyozo)

Community engagement is not only about community empowerment. It is about the use of media and communications to motivate people to challenge power structures in a way that improves their livelihoods, environment and their communities. Community engagement is a discourse growing out of communication for development, and requires that communication specialists understand the instruments and tools for living with the people!

*Required readings: Linje Manyozo, Promoting Communities' Participation in Local Governance in Central and South Eastern Europe*

*Required reading: Linje Manyozo, Community Engagement — Putting People First in*

*Building Sustainable Community Futures: Three Case Studies of Innovative Engagement Practice*

**Afternoon Seminars**

1400-1530, 1600-1730

*An Introduction to Quantitative Research Methods: Dependent and independent variables, Research design, Surveys, Evaluations, 2 parts (Lee Becker and Tudor Vlad)*

*Required background reading: Wimmer, chapter 5, Qualitative Research Methods*

*Required background reading: Wimmer, Chapter 8, Longitudinal Research*

*Required background reading: Wimmer and Dominick, Mass Media Research*

**Friday**

*Daylong practicum on research design in the context of monitoring and evaluation of media development in Central and Eastern Europe.*

*Communications Research in Developing and Transitioning Countries: Influencing the Dialogue and Engaging in Research that has an Impact (Susan Abbott, Lee Becker, Kate Coyer, Tudor Vlad)*

*Required reading: Jacobson, Becker, Vlad, et al, The Impact of Market Competition on Journalistic Performance*

*Required reading: Becker and Vlad, The Impact of Post-Employment Journalism Training On Health and Medical Story Ideation*

**Morning Seminar: Research Design in Small Groups**

930-1100

*Setting up the Field Work – A Grand Overview*

How do we study media development? What research methods do we use, what kind of research framework is needed, are we looking for macro or micro level information, and the dreaded question many graduate students face – what kind of theoretical framework is best suited?

During this first session, we will introduce the problematic of monitoring and evaluating media development programs, and then introduce the proposed research instruments that we'll use in the field. We will spend time going over what's in store for the field work in Romania and Serbia, and also give explanation for what's needed in terms of student input on selection of dependent and independent variables, questions that we will focus on and ask during our field work, hypothesis formation. We will also address general expectations, hopes, and anticipated outcomes for the field work component.

1130-1300

This second session will provide an overview of the 2 regions that we will be visiting – we'll have a chance to learn about the transitions of these countries as well as to hear

firsthand from our colleagues about the media transition stories and what the media landscape is like there now.

*Overview of Romania and its Media Transition* (Madalina Balasescu & Tudor Vlad, 30 minutes)

*Overview of Serbia and its Media Transition* (Nevena Rsumovic, 30 minutes)

Half hour for questions

To prepare for this session, it's useful if you read the articles suggested (see SUN e-learning site for suggestions) and spend some time browsing the internet to learn more about Romania and Serbia, and about Cluj, and Novi Sad.

### **Afternoon Seminar**

1400-1600

*Re-drafting the research instruments for the field work – interactive session; students will be split into small groups for discussion, and then come back to the whole group.*

Students will meet with their research teams, and receive help from course faculty on developing their plans and research framework that will be used during the field work exercise.

1630

Midterm course evaluation

*Early evening walking tour of the old Jewish District (led by Peter Molnar)*

### ***Week Two – Research Methods Seminars and Field Work***

The first part of the week will be devoted to lectures provided by the BBC WST, based on experiences of its Research and Learning Group. The second part will be devoted to field research.

#### ***Research Methods Seminars***

***Monday*** (focus will be on quantitative methods)

#### **Morning Seminars:**

930-1100

Session 1: Theory and Research Questions

*Key reading: Royal Danish Ministry of Foreign Affairs. Monitoring and Indicators for Communication for Development. October 2005.*

*Additional reading: Singh, J.P. "Paulo Freire: Possibilities for Dialogic Communication in a Market - Driven Information Age," Key Thinkers in the Information Age Series. Information, Communication, and Society. Vol. 11: Issue 5. 2008. 699-726.*

1130-1300

Session 2: Research Design and Methodology

*Key reading: Chambers, Robert (2007) Poverty Research: Methodologies, Mindsets and Multidimensionality. Institute of Development Studies: Working Paper 293. December.*  
*Additional Reading: Van de Vijver, Fons & Leung, Kwok (1997) Methods and Data Analysis for Cross-Cultural Research. Sage: Thousand Oaks*

### **Afternoon Seminars**

1400-1530

Session 3: Media Audits and Assessing the Landscape

Case study 1: African Media Development Initiative

*Key reading: BBC World Service Trust, (2007) African Media Development Initiative. Summary Report and 17 country reports: Angola, Botswana, Cameroon, Democratic Republic of Congo, Ethiopia, Ghana, Kenya, Mozambique, Nigeria, Senegal, Somalia, South Africa, Sierra Leone, Tanzania, Uganda, Zambia and Zimbabwe, available free to download.*

1600-1730

Session 4: Content Analysis and Social Network Analysis

Case study 2: Zigzag Academy (90min)

*Key readings: Godfrey A, Thelwall M, Enayat M, (2008) Generating new media and new participation in Iran: The Case of ZigZag. Presented at IAMCR, Stockholm 2008.*  
*Whitehead, S. & Saville, E. (2007) Using content analysis to measure the effectiveness of media development interventions in Yemen*

## **Tuesday**

### **Morning Seminars**

Case studies and insights from the BBC Research and Learning Team (Gerry Power and Anna Godfrey)

930-1100

Session 5: Surveys and capturing impact

Case study 3: Sanglaps

*Key readings: Prosser D., (2008) We didn't know people like me could ask questions like this: a dialogue in Bangladesh, in 'Governance Reform Under Real World Conditions', eds. Ogdubemi, S., and Jacobson, T., World Bank.*

*Bhanot A and Raman V (2008) Political crisis, Mediated Deliberation and Citizen Engagement: A case study of Bangladesh and Nirbachoni Sanglap, presented to IAMCR, July 2009.*

Pulse of Bangladesh: <http://www.bbc.co.uk/worldservice/trust/docs/pulse-of-bangladesh.pdf>

1130-1300

Session 6: Key informant interviews and focus groups

Case study 4: Climate change

*Key reading: Godfrey, A, Pauker, E, & Nwoke, L. (2009) Is this Climate Change? Formative Research on Knowledge and Perception of Climate Change Amongst Policy Makers, Opinion Formers and Mass Audiences in Nigeria. BBC World Service Trust.*

### **Afternoon**

Depart for field work sites

### **Wednesday - Friday**

#### **Field Work**

Wednesday through Saturday: Field Work exercise in “Understanding, Analyzing and Assessing Media in a Multi-Ethnic Environment: the Media and Communities in Cluj, Romania and Novi Sad, Serbia in Comparative Perspective.” A separate schedule will be provided for each group for each site.

*(\*Students and their mentors will depart on Tuesday around noon and return on Saturday or Sunday)*



### ***Week Three – Analyzing Data, Putting it all Together***

The final days of the summer course will be spent working in seminars, small group work with the field research teams and in class as part of the larger group. The week will include segments on data analysis, taking what was learned during the fieldwork exercise and developing it for use in a written report or other publication, and turning the three different research teams' reports into a comparative study. Time and attention will also be given to publishing and research differences between academic and practitioner audiences. Significant attention will also be paid to research needs of the practitioner community, as well as how to use research to advance media as a development goal.

#### ***Monday***

##### **Morning Seminars**

930-1100

Discuss the field work experiences. During this time, we will go through field research, analyse data and discuss country reports. Time will be given to students and mentors to go through field research, analyze data, and begin writing their country reports. (discussion led by Maureen Taylor)

1130-1300

*Data analysis in the context of monitoring and evaluation* (Maureen Taylor)

##### **Afternoon Seminar**

1400-1530

*Special topics Media Policy Under Scrutiny: Television Across Europe research policy* (Marius Dragomir) Dragomir will speak about the experience and insights gleaned from OSI's TV Across Europe<sup>1</sup> Project, a series of monitoring reports on public service broadcasting and commercial television in 20 European countries. The lecture will offer insights related to how research contributes to policy making, as well as offer lessons learned in the process of a large-scale, comparative research project.

*Required reading: Overview of the TV Across Europe 2005 and 2008 (especially chapters on regulation) from the two books, both available at [www.mediapolicy.org](http://www.mediapolicy.org).*

##### **Evening public lecture**

1800-1900

*Half a Century with Polityka: the history and evolution of one of the best-known and most respected weeklies in Poland* (Daniel Passent)

Founded by the Communist party in 1957 to defend the party line against “dogmatics and revisionists”, *Polityka* for several decades balanced between the party line and common sense, between ideology and reality. In this process *Polityka* gained high prestige and became an important institution, an object of sharp criticism from the communist party and – later – from the right-wing opposition. Crucial dates and events for *Polityka* – October

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<sup>1</sup> [http://www.soros.org/initiatives/media/articles\\_publications/publications/eurotv\\_20051011](http://www.soros.org/initiatives/media/articles_publications/publications/eurotv_20051011)

'56, March '68, the martial law '81. Issues to be discussed include how *Polityka* survived the split of its staff and continues to be successful after the transition, media markets and new challenges to the identity and existence of serious printed media.

## ***Tuesday***

### **Morning Seminar**

930-1100

Community media roundtable (Kate Coyer, James Deane, Arne Hintz, Persephone Miel)

Required reading: 2 short sections: 1) Fairbairn, Introduction and 2) Coyer, Sustainable policies from Internews, *The Business of Changing Lives* (the whole report available for free online [here](#))

Time will be given to students and mentors to go through field research, analyze data, and finish writing their country reports and preparing their presentations

### **Afternoon Seminar**

*(exact time TBD)*

Public event: *The Future of Media Development as an International Development Priority*  
After more than two decades of media assistance given to advance democracy and governance reforms around the world, what does the future have in store? What is the role of the research community? (Live stream panel discussion led by Persephone Miel, James Deane, and others)

Required reading: Miel, 2008, *Media Re:public: My Year in the Church of the Web*

Required reading: Miel, 2008, *Media Development in the former Soviet Union - 15 years later, have we learned anything?*

Required reading: Miel, 2008, *What is this "Participatory Media" stuff and why should media development folks care?*

Original presentations at: <http://www.slideshare.net/fonchik>.

For further reading: <http://www.mediaerepublic.org> (see especially Dan Gillmor's paper and the case study of the Forum)

### ***Evening work on presentations***

***Wednesday***

**Morning Seminars**

930-1100

**Group Presentations**

Each group will get 30 minutes to present its findings (20 minutes for presentation and 10 minutes for discussion). Students will also distribute a 5-10 page paper incorporating its field work and overall analysis of media development and minority language media in their assigned countries. Students should prepare a PowerPoint presentation and include a bibliography in their final paper. (special guest respondent Daniel Passent)

1130-1300

**Group discussion**

Here we will have a chance to discuss the findings and presentations of all the groups together.

**Afternoon Seminar**

1400

Creating a Research Network – developing a roadmap for maintaining support for researchers and scholars interested in media and development issues. Concluding discussion will be led by course directors, James Deane, and Persephone Miel.

Course Evaluation

***Group photo & Farewell Dinner***