

A MORE DETAILED DESCRIPTION

International Media Seminar, Detailed Description

"GLOBALIZATION AND THE MEDIA"--SMPA 3195:
INTERNATIONAL MEDIA SEMINAR, PARIS, MARCH 15 - 21, 2020

"The opportunity of a lifetime," said one GW student upon returning from last year's Paris Media Seminar. "One of the highlights of my years at GW," said another. "It changed my way of seeing the world," said a third.

When you sign up for SMPA 3195.60 --"Globalization and the Media"-- taught by Professor Lee Huebner--you will be part of GW's 14th annual Paris seminar (March 15- 21, 2020) -- meeting in lively discussions with some of Europe's top media professionals-- executives, diplomats, journalists, scholars, and government officials-- and looking at the media world from an exciting international viewpoint. Plus you will have a chance to see Paris from a behind-the-scenes perspective--with visits to media offices, historic sites, and private homes.

The program is sponsored by GW's School of Media and Public Affairs, along with the Paris Center for the Study of International Communications and the American University of Paris. The program is open to all GW undergraduate and graduate students.

The course will meet from 6:10 to 8:00 pm on Tuesdays before the Spring Break trip and less frequently thereafter. Note that applications for the trip are to be filed through the Columbian College, which will also register students for the course itself.

History

The program has grown out of a seminar that was first organized twenty years ago by SMPA Professor Lee Huebner, who was then teaching at Northwestern University. The GW program was offered as a Spring Break activity in 2007, but, at the suggestion of the 2007 participants, the subsequent programs became part of an

academic, three-credit course at GW, featuring class meetings in Washington as well as Paris, and including relevant readings and a final paper. Under this arrangement, students who want to take the course must participate in the Paris seminar, and students who would like to participate in the Paris program must enroll in the course.

Overall Costs

While spending patterns vary from student to student, the overall cost of the program should normally be \$3,000, in addition to the normal tuition that all students pay whether they are taking this course or some other one. This estimate includes all program fees as well as transport and living expenses. Some limited financial assistance may be available for financial need students through the College of Arts and Sciences.

Transportation

Reasonably priced round trip airfares to Paris have normally been available in the \$800 to \$900 range, or even less, especially if one plans ahead and searches for attractive student fares on the internet. Students normally make their own airline reservations, as they often travel at different times and even from different places. Airfares are often better if one is away over one Saturday night. Also--at least one day (or more if possible) to rest and adapt to a new city is usually a good idea. Sometimes flights that stop in another European city on their way to and from Paris are cheaper than direct flights -as the national airlines of other countries give special discounts in order to attract some of the US- France traffic. One good site to check for airline fares is studentuniverse.com

Hotel

We have been able to find small, simple but pleasant and clean hotel rooms in Paris for about 80--90 euros a person per night, double occupancy. (This would have recently been around 90 to 100 US dollars.) The program has negotiated a special rate for these rooms and can assign roommates if you would like us to do so-or you can designate your own roommate. The hotels we have used are in a charming and safe neighborhood in the 7th district (near the Eiffel Tower, in the heart of the city) and very near to the American University of Paris, where a number of our meetings are held. The rooms are normally double bedded rooms, with private baths. Single rooms are also available at a slightly higher price.

See below:

The hotel rooms can be booked at our same rate for extra days- and students are encouraged to spend extra time in Paris if possible, before and after the seminar. Students have normally made their own hotel reservations, to fit their particular travel schedules, paying by credit card when they check out of their rooms. Specific hotel suggestions will be shared with participating students, and students making contact with the hotel should then be sure to mention their participation in the GWU program.

A number of the Paris meetings are held at the American University of Paris-just two blocks from the hotel. The program will provide detailed information on traveling to and from the airport.

Other Program Costs

The estimated cost for the program also includes a program fee for George Washington University students. This fee is billed directly

by the University through its normal tuition billing processes to all students who are registered for the course. It includes the cost of travel insurance, while also covering all administrative expenses, the cost of speakers and meeting rooms, a number of lunches and receptions, a group dinner with representatives of the Paris community, public transport tickets for the week, and a closing-night dinner celebration. These costs are included in the overall estimate discussed above.

Schedule

Some participants will probably fly overnight toward the end of the previous week, using as much of the weekend as possible for seeing Paris. The program starts with a boat trip on the Seine River, plus a reception and welcoming program on Sunday afternoon and early evening and concludes with a group farewell dinner the following Friday. Return travel can be scheduled on Saturday, though many students have used much of the final weekend for additional touring.

The program will normally involve about four events per day: seminars, panels, visits to media houses, historic sites, private homes, etc. We usually plan two early evening events during the week-including a dinner at the Paris apartment of Lee and Berna Huebner. Huebner, who chairs the seminar sessions, was the publisher for fourteen years of the US-owned international newspaper (based in Paris), the International Herald Tribune (now known as the International New York Times). He also served as interim President of the American University of Paris. A member of the SMPA faculty, he remains involved in media consulting projects in Europe and Africa.

With the help of a wonderful team of Paris friends from the Center for the Study of International Communications and the

American University of Paris, the program also helps participants in finding their way around Paris during their leisure hours. We have tried for a good balance between free time and conference programs. For part of the time, students will be buying their own meals--though we will provide guidance on good but inexpensive restaurants. On other occasions, meals will be provided, including at lunch meetings with some of our guest speakers.

Guest Speakers

The guest speakers have included leading foreign correspondents in Europe, some French journalists (though all the meetings are in English), media executives, academic and cultural leaders, embassy representatives and other government officials. One of the popular features has been a gathering with outstanding journalism scholarship students from several countries--a number of them from the developing world-- who are studying at the American University of Paris Seminar topics range widely over the fields of international media and journalism- covering the news and other communications media, discussions about new media technologies and institutions, and a look at how media compare and contrast in various parts of the world. Many of the special guests we have had with us in the past have already promised to return this coming year, citing how much they enjoy the give-and take of these discussion sessions.

Application

Note that application and registration for the Spring Semester course, SMPA 195.60, "Globalization and the Media," is through a different process -- students should apply on-line through the CCAS Office. Again, the course is open to all GW undergraduate and graduate students.

Once you have filed your application, we will be back in touch with you to confirm your participation. It is important not to delay too long in making an application. Your regular student tuition bill will reflect the program charge mentioned above.

We look forward to another great seminar-so do let us know if you are interested in being a part of it! Questions can be addressed to Professor Lee Huebner at huebner@gwu.edu.

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