

MASTER 'S PROGRAMME
MASS MEDIA IN THE GERMAN SPEAKING AREA
 1ST YEAR OF STUDY, 1ST SEMESTER

COURSE TITLE	TRANSLATION STUDIES
COURSE CODE	
COURSE TYPE	full attendance/ tutorial
COURSE LEVEL	2 nd cycle (master's degree)
YEAR OF STUDY, SEMESTER	1 st year of study, 1 st semester
NUMBER OF ECTS CREDITS	6
NUMBER OF HOURS PER WEEK	2 (1 lecture hours + 1 seminar hours)
NAME OF LECTURE HOLDER	Dr. Susanne Lorenz
NAME OF SEMINAR HOLDER	Dr. Susanne Lorenz
PREREQUISITES	Advanced level of German
A	GENERAL AND COURSE-SPECIFIC COMPETENCES
	<p>General competences: The students will be made familiar with a critical approach to theoretical ideas and orientations in the study of the history of media and ideas movements in the German world through the written press - they will learn to apply the history elements of the communication systems in dynamic investigation and the interrelation of the political, social and cultural phenomena in Germany, Austria and Switzerland since the invention of the pattern until now.</p> <p>They will hear about defining concepts, identifying and exemplifying the language specific to the investigation in the field of communication sciences and media systems; they will gain knowledge of analysis methods specific to the interdisciplinary study of the humanities.</p> <p>Course-specific competences: Text analysis of communication theory and media history and of various sources of information in German based on the selection and synthesis of secondary literature. - Evaluation, comparison and selection of secondary literature based on explicit value criteria. - Explaining the position of the works read in the press system of the German language - Specifying the specificity of the historical-political language in the German linguistic space and describing it against the background of socio-cultural evolution.</p>
B	LEARNING OUTCOMES

	<p>Upon successful completion of this discipline, students will be able to:</p> <ul style="list-style-type: none"> - explain phenomena and concepts in the area of communication theory and media history in German-speaking countries; - explain aspects related to the interference between the different environments and the socio-cultural impact they have had over time. - describe the methodological and conceptual differences of the different theories of communication, both in diachronic and synchronic perspective; - analyze the key elements (historical, social, artistic, etc.) around which a cultural matrix based on various media systems could be built; - analyze significant texts for the thematic area, chosen from the works of some authors directly related to the theory of communication. 	
C	LECTURE CONTENT	
	History of mass-media; Modern printed press in Germany, Austria and Switzerland; German speaking press in Romania; Radio in Germany, Austria and Switzerland; Cinema in the German speaking area; mass-media in Nazi-Germany and the GDR.	
D	RECOMMENDED READING FOR LECTURES	
	<ul style="list-style-type: none"> • Pürer, Heinz (2015): Medien in Deutschland. Presse – Rundfunk – Online. Konstanz, München: UVK (UTB). • Wilke, Jürgen (2008): Grundzüge der Medien- und Kommunikationsgeschichte. Köln, Weimar, Wien: Böhlau (UTB). • Beck, Klaus (2012): Das Mediensystem Deutschlands. Strukturen, Märkte, Regulierung. Wiesbaden: Springer. • Leschke, Rainer (2003): Einführung in die Medientheorie. München: Wilhelm Fink (UTB). 	
E	SEMINAR CONTENT	
	Television in the German speaking area; film history (from silent movie to today's sound edited films); film - television - internet; evolution of online media; the book: from the bible translation to the contemporary bestseller; the book's future: e-reader vs. paper; so-called U- and E-literature; media theory	
F	RECOMMENDED READING FOR SEMINARS	
	<ul style="list-style-type: none"> • Ströhl, Andreas (2014): Medientheorien kompakt. Konstanz, München: UVK (UTB). • Böhn, Andreas / Seidler, Andreas (2008): Mediengeschichte. Tübingen: Narr. 	
G	EDUCATION STYLE	
	LEARNING AND TEACHING METHODS	interactive
	ASSESSMENT METHODS	Presentation and final written exam
	LANGUAGE OF INSTRUCTION	German