

**Course title:** The Mass Media: Newspapers, Radio and Television in Germany, Austria and Switzerland

**Course code:** MGE0945

**Type of course:** compulsory

**Course level:** MA

**Year of study:** 2<sup>nd</sup>

**Semester:** 4<sup>th</sup>

**Number of ECTS credits allocated:** 6

**Name of the lecturer:** Ioan Lihaciu

**Course objective:** To provide information about the media system in the German speaking world (Austria, Germany and Switzerland).

**Course contents:** The effect of the rotation technique and the mass press; the radio; the TV industry; documentaries and film scripts; theories about mass-media effects; technologies and interactive communication systems. Literary magazines in Germany, Austria and Switzerland; Television and literature; Art and film; the internet and the multi author novels.

**Recommended reading:** Melvin de Fleur, Sandra Ball Rokeach, *Teorii ale comunicării de masă*, Polirom, Iasi, 1998; Gunther Maier u. Andreas Wildberger. *In 8 Sekunden um die Welt: Kommunikation über das Internet*, Bonn, 1993; Rainer Baasner u. Thomas Anz (Hrsg.), *Literaturkritik. Geschichte - Theorie - Praxis*, Muenchen, 2004

**Teaching methods:** lectures interactive

**Assessment methods:** ongoing evaluation; written examination

**Language of instruction:** German