

Media Economics and Politics [Media Economics and Politics]

Learning Outcomes	Upon completion of the module, students will be able to...	Level ¹
	L1 Explain key terms and content of media politics and media economics from a variety of academic perspectives.	2
	L2 Understand the transformation in media-political and media economic interrelations due to changed social and technological framework conditions.	2
	L3 Develop an in-depth understanding of the German media system - institutional foundations, statutory and other framework conditions.	2
	L4 Differentiate between media systems and conditions in different countries and cultures.	4
	L5 Interpret relevant media-political and media economic processes, outcomes, questions and decisions as part of the advancing digital revolution..	5
	L6 Apply acquired knowledge to teaching projects, the internship semester as well as the Bachelor thesis.	3
Course Content	<ul style="list-style-type: none"> • Basic terms and theories surrounding media politics and media economics. • Discourse and measures that establish a regulatory framework (laws, regulations, guidelines) for journalistic media and its room for manoeuvre. • Mapping out actors whose interests and power constellations lie in the field of media politics and media economy. • Media-political and economic imperatives in the European and international media environment. • Press policy, broadcasting policy, telecommunications policy, film policy. • European and international media politics and economics. • Network policy and internet governance • Ownership structures and concentration ratios in globalised media politics • Media products and their markets • The economic dimension of the digital developments • Advertising circulation spiral, first-copy costs or the focus on national media markets • Concentration developments in the international media markets 	
General Objectives of all BA Programmes	Description	Relevance ²
	Understanding the relationships and challenges of a multicultural, mobile and digital economy and society	5
	The ability to grasp complex tasks and develop creative and sustainable solutions	3
	Self-reflection and judgment to continually grow personally in a dynamic international work environment	1

¹ Skala 1-6: 1 = Erinnern (Wissen), 2 = Verstehen, 3 = Anwenden, 4 = Analysieren, 5 = Beurteilen, 6 = (Er-)Schaffen

² Skala 1-6: 1 = Kompetenzform spielt eine ganz untergeordnete Rolle, 6 = Kompetenzform spielt eine herausragende Rolle

Objectives of the specific Study Programme	Description	Relevance
	Awareness of the societal role of the media and critical reflection on the economic and political characteristics of the media and communications industry in times of digital transformation	5
	Advanced management skills and the ability to apply the current international state of research in economics and communication studies	1
	Strong entrepreneurial spirit combined with innovation orientation and the willingness to take on social responsibility as a media or communication manager	3
Competencies	Type of competency	Role ²
	Formulation and classification of the competencies according to the document "Instructions for writing competency-oriented module descriptions"	
	K1: Academic knowledge	1
	K2: Knowledge in professional practice	3
	K3: Methodological skills (research)	1
	K4: Methodological skills (professional practice)	3
	K5: Social skills	1
	K6: Personal skills (e.g. reflection, organisation)	1
Module Length	1 semester	
When Offered	At least once per academic year	
ECTS Credits	5	
Prerequisites/ Recommendations	Recommendation: Basic knowledge in the area of political science and business administration	
Total Workload	150 h [45 CH / 105 SH]	
Study Semester	2 [recommended semester for part-time students: 4]	
Type of Module	Compulsory module	
Applicable to	Also in the study programme Journalism References to: Media and communications theories Current issues in media management Basics of business administration	
Teaching Language	German [English version available]	
Type of Assessment	Written exam	
Teaching and Learning Methods	Lecture [2 course units] / Seminar [1 course unit]	
Implementation form	Lecture: Scenario B – Expert Session Seminar: Scenario D – Campus Sessions + Expert Session	
Essential Reading	Media Economics: Albarran, A. B., Mierzejewska, B. I., Jung, J. (eds.) (2018). <i>Handbook of Media Management and Economics</i> (2nd ed.). New York/London: Routledge. Street, J. (2010) <i>Mass Media, Politics and Democracy</i> . Red Globe Press. London.	

	<p>Media Politics: Dahlgren, P.: (2009) <i>Media and Political Engagement: Citizens, Communication and Democracy - (Communication, Society and Politics)</i> Cambridge University Press.</p> <p>Freedman, D. (2008). <i>The Politics of Media Policy</i>. London: Wiley & Sons.</p>
Further Reading	<p>Media Politics: Beck, K. (2018). <i>Das Mediensystem Deutschlands. Strukturen, Märkte, Regulierung</i>. Wiesbaden: VS</p> <p>Hallin, D./ Mancini, P. (2005). Comparing Media Systems. P. 215–233. In: Curren, J./ Gurevitch, M. (Eds.) <i>Mass Media and Society</i>. London: Hodder Arnold.</p> <p>Karppinen, K./ Moe, H (2013) <i>Communication and Media Policy</i>. Nomos. Baden Baden.</p> <p>Puppis, M./ Simpson, S. (Eds.) (2016). <i>European Media Policy for the Twenty-First Century: Assessing the Past. Setting Agendas for the Future</i>. <i>Advances in Internationalizing Media Studies</i>. London: Routledge.</p> <p>Verhulst, S./ Noveck, B./ Raines, J./ Declercq, A. (2016). <i>Innovations in Global Governance. Toward a Distributed Internet Governance Ecosystem</i>. In: Centre of International governance Innovation. <i>Who runs the Internet?</i> Catham House. London.</p> <p>Media Economics Albarran, A. B., Mierzejewska, B. I., Jung, J. (eds.) (2018). <i>Handbook of Media Management and Economics</i> (2nd ed.). New York/London: Routledge.</p> <p>Ferrel Lowe, G. & Brown, C. (2016). <i>Managing Media Firms and Industries. What's so Special about Media Management?</i> Heidelberg, New York et al.: Springer.</p> <p>Gläser, M. (2014). <i>Medienmanagement</i> (3. Aufl.). München: Vahlen.</p> <p>Kolo, C., Döbler, T. & Rademacher, L. (Ed.) (2012). <i>Wertschöpfung durch Medien im Wandel</i>. Baden-Baden: Nomos.</p> <p>Küng, L. (2017). <i>Strategic Management in the Media: Theory to Practice</i> (2nd ed.). London: Sage.</p> <p>Thomaß, B. (2013) (Ed.). <i>Mediensysteme im internationalen Vergleich</i> (2. Aufl.). Konstanz: UVK.</p> <p>Trappel, J., Meier, W., d'Haenens, L. et al. (Eds.) (2011). <i>Media in Europe Today</i>. Bristol et al: Intellect.</p> <p>Verhulst, S./ Noveck, B./ Raines, J./ Declercq, A. (2016). <i>Innovations in Global Governance. Toward a Distributed Internet Governance Ecosystem</i>. In: Centre of International governance Innovation. <i>Who runs the Internet?</i> London: Catham House.</p> <p>Wirtz, B. W. (2011). <i>Media and Internet Management</i>. Wiesbaden: Gabler.</p>
School Responsible for Module	Faculty Culture, Media, Psychology
Recommended room	Lecture: Virtual room Seminar: Lecture room + virtual room
Exam Semester	ST 2022
Module coordinator	Prof. Dr. Richard Vielwerth

Task	Basic information on the written examination:	
	<p>The examination in media politics and media economics takes the form of a written exam. The 100 points are distributed 50% to media policy and 50% to media economics. See the Examination Guidelines for more information.</p>	
	Illness of group members:	
	<p>Catching up in the event of illness is not possible until the next semester at the earliest.</p>	
	Requirements to the conduct of oral exams:	
	<p>There are certain requirements to the conduct of exams (at my.macromedia.de)</p>	
Units	1	<p>Lecture (Media Politics): Normative, political, economic, institutional and cultural characteristics of media systems on a national and international level, a theory of media systems, Media structure of Weischenberg, Dimensions of comparative research, The four Theories of the Press, Hallin/Mancini's Explorative comparative approach. (L1, L4)</p> <hr/> <p>Seminar literature: Hallin, D. C./Mancini, P. (2012). <i>Conclusion</i>. In D. C. Hallin & P. Mancini (Eds.), <i>Comparing Media Systems Beyond the Western World</i> (pp. 278-304). Cambridge: University Press.</p>
	2	<p>Lecture (Media Economics): Characteristic properties of media products. Media as cultural and economic goods. The key definitions "media", "media industries", "media economics". Lasswell's formula. Media management. Economic theory of media products. (L1).</p> <hr/> <p>Seminar literature: Albarran, A., Mierzejewska, B., Jung, J. (2018). <i>Handbook of Media Management and Economics</i>. Routledge. New York. 2nd Edition.</p>
	3	<p>Lecture (Media Politics): Short History, Normative Principles and Structure of Press Freedom and Media System, Press Freedom national and international, The Spiegel decision, Prerogatives of Press Freedom, Freedom of Information, Organizations Freedom House, Reporters without Borders, IMH, Pleading for Ethics in Journalism, The German Presserat, A Press Codex for a Digital World- 10 Commandments of Digital Ethics, The German Media System, Print Media, Media Concentration, the Future of Newspaper. (L2, L3, L4)</p> <hr/> <p>Seminar literature: Haller, M./Hömborg, W. (2020) <i>Ich lass mir den Mund nicht verbieten. Journalisten als Wegbereiter der Pressefreiheit und Demokratie</i>. Reclam Verlag. Media freedom- A downward Spiral. In: https://freedomhouse.org/report/freedom-and-media/2019-freedom-downward-spiral abgerufen am 13.08.2020</p>
	4	<p>Lecture (Media Economics): Media markets. Content categories and content markets: definitions and components. Media markets relevance. The role of competition. Adjacent markets. Reasons and effects of economy of scale in media industries. Market failure and market regulation. (L4)</p> <hr/> <p>Seminar literature: Wirtz, B. (2019) s. 37- 95. Küng, L. (2017). <i>Strategic Management in the Media</i>. Los Angeles: SAGE.</p>

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- 5** Lecture (Media Politics):
The German Media System- Broadcasting- Public and Private- Short History, ARD and ZDF, the Dual System, Private Broadcasting, Private Media Control, Non- Commercial Broadcasting, Broadcasting Licence Fees, Institutions RTL and Pro7SAT1, Open Channels – The Third Pillar, The future of Dual Media System, Federal states media authorities, KEK, KJM, KEF, Open Channels, Decisions of BVG. (L3)
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- Seminar literature:
Karidi, M. (2018) Öffentlich- Rechtlicher Rundfunk in der Schusslinie. Eine Differenzierung. In: APuZ. 68. Jg.40-41.
Campbell, Vincent (2015). "Theorizing Citizenship in Citizen Journalism". Digital Journalism. 3 (5): 704–719. doi:[10.1080/21670811.2014.937150](https://doi.org/10.1080/21670811.2014.937150). hdl:[2381/31637](https://hdl.handle.net/2381/31637)
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- 6** Lecture (Media Economics):
The concept of value creation in the media industry. Value chains. The terms “intermediation” and “disintermediation”. Reasons and effects of economy of scope in media industries. Demand and supply side rationale for crossmedia. Incumbent media companies and their challenges. (L3)
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- Seminar literature:
Wirtz, B. W. (2011). *Media and Internet Management*. Wiesbaden: Gabler.
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- 7** Lecture (Media Politics):
The Media System - Online, Telecommunications policy, Book - Film, Games. Global Digital Report, Facts and Figures. Association for New Media. Online Media in Germany and worldwide. Telecommunications policy from postal reform to the Federal Network Agency, Future of telecommunications policy. Book, facts and figures, Film: Regulations, Film: FSK, Statistics, FBW, FFA, Federal Association Audio-Visual Media, Games: History, Self Regulation. (L3)
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- Seminar literature:
Bundeszentrale für Politische Bildung. (2019) Gaming. Aus Politik und Zeitgeschichte. APuZ 31-32/2019.
Marchand, A./ Thurau, T.(2013): Value Creation in the Video Games Industry: Industry Economics, Consumer Benefits, and Research Opportunities, Journal of Interactive Marketing, 27 (3), 141–157.
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- 8** Lecture (Media Economics):
Media business models. Value creation process within media companies. Business model canvas. Components of business model. Revenue model of media companies. Business model innovation environment. Advertising industry and media. (L4)
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- Seminar literature:
Wirtz, B. (2019): S. 96 – 110.
von Rimscha, B.: Business Models of Media Industry. In: Lowe, G.F., Brown, Ch. (ed.), (2016). *Managing Media Firms and Industries. What’s So Special About Media Management?* S. 207 – 222.
Min Hang: Media Entrepreneurship. In Albarran, A., Mierzejewska, B., Jung, J. (2018). *Handbook of Media Management and Economics*. Routledge. New York. 2nd Edition. S. 259 – 272.
Dukes, A.: Economics of advertising. In: Picard, R.G., Wildman, S.S. (ed.) (2015). *Handbook on the Economics of the Media*. Cheltenham (UK): Edward Elgar. S. 107 – 122.
Standage, T. (2013). Chapter 11: The rebirth of social media: From ARPANET to Facebook. *Writing on the Wall: Social Media – The First 2,000 Years* (pp. 214-239). New York: Bloomsbury.
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- 9** Lecture (Media Politics):
European Media Policy: Actors of European Media Policy, Statutory Regulations of the European Media Policy, Competences of the EU, Developments in Media Politics since the 80s, Television without frontiers, European Media Guideline, International Media Policy: Global players in media regulations, ITU, TRIPS, GATS, UNESCO, ICANN, Interests of players. (L3, L4, L5)
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- Seminar literature:
Hachmeister, L.: (2018) Zum Zustand der deutschen und europäischen Medienpolitik. In: APuZ. 68. Jg.40-41.
Simpson, S: (2016) European Media Policy for the Twenty-First Century. Assessing the Past, Setting Agendas for the Future (Routledge Advances in Internationalizing Media Studies, Band 17).
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- 10** Lecture (Media Economics):
Internet and network economics. Digitalization and media technologies. Crossmedia and crossplatform strategies. Network dynamics: Metcalfe's law, Moore's law. Network laws. Characterization of social media and its economic impact. (L5)
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- Seminar literature:
Kaplan, A., Mazurek, G.: Social Media. In: Albarran, A. et al. (2018). S. 273 – 286.
Wirtz, B.: Internetmanagement und Social Media, in: Wirtz, B. W. (2019): S. 751 – 862.
Wirtz, B. : Integrierte Medienverbundunternehmen und Crossmedia. In: Wirtz, B. W. (2019): S. 921 – 963.
Kolo, C. : Social Media. In: Krone, J., Pellegrini, T. (Ed.) (2017): Handbuch Medienökonomie. Wiesbaden. S. 1 – 25.
von Rimscha, B.: Was ist besonders an Online-Medien. In: von Rimscha, B., Siegert, G. (2015): S. 43 – 56.
McKinsey (2018). How do emerging technologies affect the creative economy? Retrieved from <https://www.mckinsey.com/industries/media-and-entertainment/our-insights/how-do-emerging-technologies-affect-the-creative-economy>
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- 11** Lecture (Media Politics):
European Media Policy, Analyzing European Media Policy, Stakeholders and Advocacy Coalitions, International Media Policy, The Role of Facebook and Google (Prepare a text). (L3, L6)
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- Seminar literature:
Berghofer, S. (2017) Globale Medien- und Kommunikationspolitik. Konzeption und Analyse eines Politikbereichs im Wandel (Reihe Medienstrukturen Bd. 12). Baden-Baden: Nomos.
Esch, J. (2018). Internationale Internet- Governance. Das Internet als Herausforderung für etablierte Medienpolitik. APuZ. Medienpolitik. 68. Jhr. 40-41. 1. Oktober 2018
Hachmeister, L.: (2018) Zum Zustand der deutschen und europäischen Medienpolitik. In: APuZ. 68. Jg.40-41.
Donders, K. (2014) European Media Policy as a Complex Maze of Actors, Regulatory Instruments and Interests. In: Donders, K. Introduction. Pages 1-16 The Palgrave Handbook of European Media Policy
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- 12** Lecture (Media Economics):
Digital transformation and media industries. Digital transformation as a major structural change, its impact on micro, meso, macro and global levels. Digital value chain in media industry. Different velocity of transformation and “strategic inflection point”. Ambidexterous leadership and organisation. (L6)
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Seminar literature:

Xiaoqun Zhang: Media Globalization. In: Albarran, A., et al. (2018). S. 333 – 346.
Küng, L.: Innovation, Technology and Organizational Change. In: Storsul T. und Krumsvik, A. (Ed.), Media Innovation. A multidisciplinary Study of Change, S. 9-12.

13 Lecture (Media Politics):
International Media Policy; International Internet Governance: Who Runs the Internet? The Global Multi-Stakeholder Model of Internet Governance, Innovations in Global Governance: Toward a Distributed Internet Governance Ecosystem. (L3, L6)

Seminar literature:

Esch, J. (2018). Internationale Internet- Governance. Das Internet als Herausforderung für etablierte Medienpolitik. APuZ. Medienpolitik. 68. Jhr. 40-41. 1. Oktober 2018
Hagen, W.: (2018). Facebook & Google entflechten. Warum digitale Medienmonopole eine Gefahr für die Demokratie sind. APuZ. Medienpolitik. 68. Jhr. 40-41. 1. Oktober 2018.
Hofmann, J. (2017) Between coordination and regulation: Finding the governance in Internet governance.
https://www.econstor.eu/bitstream/10419/171970/1/f-19856-full-text-Hofmann-et_al-Between%20coordination-v3.pdf- abgerufen am 13.08.2020

14 Guest / Exam preparation

15 Written Exam
