Munich Summer Curriculum Program – Electronic MEDIA

June 20th - August 23th, 2019

Head of MSC Program

Prof. Dr. Manfred K. Wolfram
Prof. & Head Emeritus
Electronic Media Division, University of Cincinnati

Academic Coordination of LMU

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Faculty

Media Management

Dr. Benedikt Berger
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Media Theory / Communications

Dr. Heinz Starkulla
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Mag. phil. Nina Steindl, M.A.
Research Associate, Dptm. of Communication Science and Media Research (IfKW), LMU

Media Informatics and Human-Computer Interaction (HCI)

PD Dr. habil. Alexander Wiethoff
UX Design Director IMAGO Design GmbH and Senior Lecturer, Chair of Human-Computer Interaction, LMU

Electronic Mass Media: History and Analysis

Prof. Dr. Manfred Wolfram
Prof. & Head Emeritus
Electronic Media Division, University of Cincinnati

Media Ethics

Dr. Dominik Petzold
German School of Journalism, Munich

Media Management

Lecturers

Dr. Benedikt Berger
benedikt.berger@bwl.lmu.de

Course Description and Aims

The aim of this course is to provide participants with an overview of the most important media management concepts and to practice their application. The course is structured from industry-level over company-level to product-level concepts. Conceptual and practical sessions alternate throughout the course. In the practical sessions, the students form groups to analyze business cases and present their results within class. The case analysis should be founded on a selection of the previously introduced concepts and show how they can be applied. Additionally, the students are assigned to individually summarize the results of a specific case analysis in a short paper. Paper and case work count toward 50% of the final grade each.

Grading

Case word	50 Points
Paper	50 Points

Contact Hours

20 class hours

One class hour comprises 45 minutes. Classes are held in 10 sessions of 90 minutes each.

Credits

2 of 6 ECTS in Module II

1 of 3 US Semester Credits in Module II

Grade Determination

Range	Grade
95 – 100	A
90 – 94	A-
87 – 89	B+
84 – 86	B
80 – 83	B-
77 – 79	C+
74 – 76	C
70 – 73	C-
67 – 79	D+
64 – 66	D
60 – 63	D-
0 – 59	F

Syllabus

I   1. Foundations
     1.1. What is a media company?
     1.2. What is content?
     1.3. Characteristics of media products
        - Dual purpose
        - Public goods
        - Experience goods
        - First-copy-cost effect
     1.4. Media markets
        - Market sizes
        - Consumption patterns

II   Case work: *The New York Times*

III   2. Industry-level management concepts
     2.1. Value chains
        - General concept
        - Value chains in the media industry
     2.2. Intermediaries & gatekeepers
        - Intermediation, disintermediation, and reintermediation
        - Gatekeepers in the media industry

IV   Case work: *Apple iTunes*

V   2.3. Network effects & standardization
        - Types of network effects
        - Standard wars
        - "The winner takes it all"-markets
        - Lock-in effects
     2.4. Platforms & ecosystems
        - Platform types
        - Industry platforms in the media industry
        - Ecosystems

VI   Case work: *PlayStation vs. Xbox*

VII   3. Company-level management concepts
     3.1. Business models
        - What is a business model?
        - Business models for media companies
     3.2. Media revenue models
        - Advertising & two-sided markets
        - Paid content & price differentiation
        - Content-driven commerce

VIII   Case work: *Spotify*

IX   4. Product-level management concepts
     4.1. Long tail theory
     4.2. Recommender systems & personalization
        - Types of recommender systems
        - Advantages & disadvantages of personalization
     4.3. Multi-channel management
        - Substitution vs. complementarity
        - Bundling & windowing

X   Case work: *Netflix*

Literature

- Shapiro, C., & Varian, H. R. (1998). *Information Rules: A strategic guide to the network economy.* Boston: Harvard Business School Press.

- Wirtz, B. W. (2011). *Media and Internet Management*. Wiesbaden: Gabler.

These are two very general recommendations. It is not necessary to read these in preparation for the course. Further sources for each topic will be provided in class for those who want to learn more about the addressed concepts.

Media Theory / Communications

Lecturers

Dr. Heinz Starkulla
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Mag. Nina Steindl, M.A.
nina.steindl@ifkw.lmu.de

Course Description and Aims

This course provides students with extensive knowledge on theories and concepts frequently employed in the field of journalism, media and communication research. With an understanding of the interplay between media institutions, communication professionals, and audiences, students are encouraged to critically question the issues at stake.

By the end of the course, students will have gained a thorough understanding of media in the German context and beyond. Furthermore, they will be equipped to undertake a content analysis.

Grading

Paper	80 Points
Class Participation	20 Points

Students are expected to actively participate in class.

Contact Hours

20 class hours

One class hour comprises 45 minutes. Classes are held in 10 sessions of 90 minutes each.

Credits

2 of 6 ECTS in Module II

1 of 3 US Semester Credits in Module II

Grade Determination

95 – 100	A
90 – 94	A-
87 – 89	B+
84 – 86	B
80 – 83	B-
77 – 79	C+
74 – 76	C
70 – 73	C-
67 – 79	D+
64 – 66	D
60 – 63	D-
0 – 59	F

Syllabus

I   1. Social Communication
    1.1. Defining Social Communication
    1.2. The development of Social Communication over time and space
      - "Basic Media": characteristics
      - The rationalization of "Basic Media"

II 1.3. Social Communication and "Mass Media": A Brief History
      - Germany (the oldest system of mass media in the world) as an example
      - Invention of the printing press
      - Leaflets (examples: discovery of America, Luther's Reformation)
      - The oldest newspapers
      - Growth of newspapers and magazines
      - Broadcasting's infancy
      - The plight of the German press during the Weimar Republic
      - Mass media during the 3rd Reich
      - 1945: End and beginning
    1.4. Media system in contemporary Germany
      - Before and after re-unification
      - Current developments

III 2. Media Content
    2.1. The Social Communication approach to content analysis
    2.2. Exploration of selected German media

IV 2.3. Special Questions
      - "Old" mass media vs. Internet
      - Ordinary citizens in the news
      - Online comments

V 3. The audience
    3.1. Media use: theoretical approaches
      - Uses and gratifications approach
      - Selected motives: mood management, para-social interaction, identification

VI 3.2. Standard studies of audience research
      - Market-media-studies
      - 'Langzeitstudie Massenkommunikation'
      - Advertising studies of target audiences
    3.3. Media exposure in international comparison
    3.4. Media evaluation and images (e.g. trust and credibility)

VII 4. Media effects
    4.1. Basic approaches of media effects research
    4.2. Media effects research: the classics
      - Consistency theory
      - Sociologically orientated approaches
      - Persuasion research
      - Diffusion research

VIII 4.3. Media effects research today
      - Agenda setting
      - Spiral of silence
      - Violence
      - Cultivation
      - Knowledge gap

IX 5. Journalism and public relations
    5.1. Theories of journalism and public relations
    5.2. Journalistic news selection and production theories and empirical findings:
      - News values
      - Gatekeeping
      - News bias
      - Framing

X 5.3. Professional identity in journalism and working conditions in different countries
    5.4. Journalism and the political sphere (e.g., agenda-building, symbolic politics)
    5.5. Journalism and public relations

Suggested Reading

- McQuail, D. (2010): Mass Communication Theory. pp. 23-49: The Rise of Mass Media (chapter 2) & pp. 51-79: Concepts and Models for Mass Communication (chapter 3)

- Kelly, M, Mazzoleni, G. & McQuail, D. (2004) (eds.): The Media in Europe. The Euromedia Handbook. Germany (pp. 78-91).

- Klaus Bruhn Jensen and Karl Erik Rosengren (1992): Five Traditions in Search of the Audience. European Journal of Communication 7, pp. 69-93.

Media Informatics and Human-Computer Interaction (HCI)

Lecturers

PD Dr. habil. Alexander Wiethoff
alexander.wiethoff@ifi.lmu.de

Course Description and Aims

In this course, students will learn about the fundamentals of User Experience (UX) Design, Human Computer Interaction (HCI) and Experience Prototyping. Alexander will give an overview of diverse topics, ranging from the historical, technical and cultural implications of UX and HCI.

In the practical part of the course, students get the chance to learn-by-doing and create a mobile app concept from scratch. After brainstorming about possible concepts that rely on a selected theme, they get to work and create paper prototypes. Using available prototyping software they finally create an interactive version of their prototype and present it to the other groups via a video-scenario.

Grading

Paper	50 Points
Presentation	30 Points
Class Participation	20 Points

After each theory session, we will have a breakout session with practical exercises. The group will be divided into several teams and each team will work on a project throughout the week. The goal is to come up with an idea and a concept for a mobile device and to build a first interactive paper prototype. Each team member will be graded individually according to their participation and their submitted paper. Instead of a written test, each team will present the results of the team project during the last session of the week.

Contact Hours

20 class hours

One class hour comprises 45 minutes. Classes are held in 10 sessions of 90 minutes each.

Credits

2 of 6 ECTS in Module II

1 of 3 US Semester Credits in Module II

Grade Determination

95 – 100	A
90 – 94	A-
87 – 89	B+
84 – 86	B
80 – 83	B-
77 – 79	C+
74 – 76	C
70 – 73	C-
67 – 79	D+
64 – 66	D
60 – 63	D-
0 – 59	F

Syllabus

I   1. Interaction Design (IxD)
- 1.1. History and evolution of IxD
  - From PARC to Apple
  - Disciplines involved
- 1.2. Usability and User Experience (UX): Tracking and observing user behavior
  - Usability Lab Setup
  - Observational Methods
  - Data and Analysis

II   1.3. Mobile Interaction Design
- Current Developments
- Impact of IxD in Users Life's

III   2. Hands On (Interface Design)
- 2.1. Introduction of prototyping techniques
  - Paper Prototyping
  - Video Prototyping
  - Hardware Prototyping

IV   2.2. Practical Exercise
- Brainstorming ideas for a mobile app
- Developing a concept for a mobile app

V   2.3. Practical Exercise
- Construction of a paper prototype of the prior designed mobile application

VI   2.4. Practical Exercise
- Construction of a low-fidelity but interactive prototype on a smartphone

VII   2.5. Practical Exercise
- Students will learn the evaluation technique 'cognitive walkthrough'
- Students will apply this technique using their own prototypes
- Potential usability problems of the prototypes will be identified and discussed
- Video envisionment, prototyping exercise and presentation

I   3. Interaction Design (IxD)
- 3.1. History and evolution of IxD
  - From PARC to Apple
  - Disciplines involved
- 3.2. Usability and User Experience (UX): Tracking and observing user behavior
  - Usability Lab Setup
  - Observational Methods
  - Data and Analysis

II   3.3. Mobile Interaction Design
- Current Developments
- Impact of IxD in Users Life's

III   4. Hands On (Interface Design)
- 4.1. Introduction of prototyping techniques
  - Paper Prototyping
  - Video Prototyping
  - Hardware Prototyping

Suggested Reading

- Buxton, Bill. *Sketching user experiences: getting the design right and the right design:* Morgan Kaufmann, 2010.

- Greenberg, Saul, et al. *Sketching user experiences: The workbook*. Elsevier, 2011.

- Hanington, Bruce, and Bella Martin. *Universal methods of design: 100 ways to research complex problems, develop innovative ideas, and design effective solutions*. Rockport Publishers, 2012.

- Kumar, Vijay. *101 design methods: A structured approach for driving innovation in your organization*. John Wiley & Sons, 2012.

- Norman, Donald A. *The design of everyday things: Revised and expanded edition*. Basic books, 2013.

- *Saffer, Dan. Designing for interaction: creating innovative applications and devices. New Riders, 2009.*

- Sharp, Helen. *Interaction design*. John Wiley & Sons, 2003.

- Strauss, Anselm and Corbin, Juliet M. 1990. Basics of qualitative research. *Vol. 15. Newbury Park, CA: Sage.*

Electronic Mass Media: History and Analysis

Lecturer

Prof. Dr. Manfred Wolfram
wolframk@ucmail.uc.edu

Course Description and Aims

History, analysis and contemporary role of electronic mass media. Emphasis will be placed on acquiring foundation knowledge, including the Radio Frequency Spectrum, Coaxial Cable, Fiber Optics, Digitization and Compression Techniques, Broadcast Satellites and components of the internet before engaging in an analysis of contemporary electronic mass media convergence, assessing change, challenges and opportunities faced by electronic media industries, their regulatory agencies and the public.

Form of Assessment

Students are required to follow the trade press listed below and to collect information on pertinent topics throughout the term.

Each student will prepare a final paper and submit it electronically. The paper must have a minimum of six pages of text. The cover page and the bibliography count as extra pages. The paper must be double-spaced and presented in adherence with established guidelines such as the APA Style Manual. At least ten sources (citations) from a minimum of five different journals or magazines must be incorporated into the body of the final paper and appropriately identified. Plagiarism will not be tolerated.

Each student is required to make a twenty minute presentation on the topic of their research paper in class.

Two tests will be administered, times to be announced.

Grading

Paper	40 Points
Discussion Leader(s)	30 Points
Class Participation	30 Points

Contact Hours

30 class hours

One class hour comprises 45 minutes. Classes are held in 15 sessions of 90 minutes each.

Credits

3 of 6 ECTS in Module I

1.5 of 3 US Semester Credits in Module I

Grade Determination

95 – 100	A
90 – 94	A-
87 – 89	B+
84 – 86	B
80 – 83	B-
77 – 79	C+
74 – 76	C
70 – 73	C-
67 – 79	D+
64 – 66	D
60 – 63	D-
0 – 59	F

Syllabus

Literature

See Trade Publications

Samples of Trade Publications

Ad Age, Broadcasting & Cable, Business Week, Columbia Journalism Review, Consumer Reports, EBU Technical-Review, Journal of Broadcasting & Electronic Media, MacWorld, Millimeter Magazine, Mix Magazine, Multichannel News, Social TV Digest, The News Media & the Law, Television/Radio Age, The Journal: Technological Horizons in Education, The New York Times, USA Today, Variety, Via Satellite, Wall Street Journal, Wired, YouTube, CNN Tech News.

Topics for Presentations/Research Papers

Smart TV's, E-Commerce, SDTV & HDTV, Direct Broadcast Satellite Services (DBS Services), Digital Radio/HD Radio, Global Positioning System, Video Games,, Smart Phones, Skype / Hangout / Facetime, Distance Learning, 3 D TV's; , Online Services, History of the Internet, Virtual Studio, Non - Linear Editing Systems, Apps, LPFM (Low Power FM), BPL (Broadband Services over Power Lines), Social Media, Cloud Computing, Net Neutrality, OTT (Over the Top) Services, ISPs,, AM - Additive Manufacturing, VRT-Virtual Reality Therapy, Interactive Personal Devices (Amazon's "Echo", Apple " Siri" Amazon's "Alexa'"), AI - Artificial Intelligence.

Media Ethics

Lecturers

Dr. Dominik Petzold
dominikpetzold@hotmail.com

Course Description

Media ethics: Sure – but right now?! Time is always tight in newsrooms and now, in the age of new media, more than ever. Yet, the lack of time is only one of many factors that can make it difficult for reporters and editors to honour ethical standards, in addition to other factors such as economic pressure and ignorance. In many cases, a fine line crosses between right and wrong. Editorial freedom is always at competition with other values that are vital for a society such as the right of privacy, and it is not always easy for journalists to make the right call. This ambiguity is a central topic of our course.

This said, media ethics go beyond journalism ethics, and the question of who can be held responsible for ethical issues is always up for debate. Is it up to the reporters, editors, editorial departments and media companies, the state, or perhaps even the audience? Throughout this course we will examine the topic from multiple angles and discuss how ethical standards are employed (or not).

Some of the topics covered in the course include plagiarism, manipulation, sensationalism (e.g. the depiction of dead people), depiction of violence, methods of research and protection of privacy. We will also focus on the emergence of new media and its role as a game-changer. In which way did it affect the working conditions of journalists and what are the challenges they are facing? Do these changes put common ethical standards into question and how? What editorial guidelines can be applied to new media and which need to be adjusted?

We will debate these issues and many more, based on readings and screenings. Furthermore, we will hold in depth Q&A sessions with renowned journalists, filmmakers and a representative of a self-regulation organization.

Form of Assessment

Ethical questions of new and traditional media open up many issues for debate. The students' participation in our on-going discussion, including the talks with visiting guests, will be graded.

Furthermore, students will team up to work on case studies focusing on specific ethical issues. These case studies include infamous scandals as well as more complex ethical issues, looking at the grey area of journalists' work. Each group will present their research project to the rest of the class and turn in their research papers shortly after our final class meeting. The presentation should be 20 to 30 minutes long and must include a PowerPoint presentation. Illustrations are encouraged and, if appropriate, the use of video and audio.

Finally, there will be an exam covering the course material, including readings, screenings, discussions and Q&As.

Grading

Exam	35 Points
Presentation & Paper	40 Points
Class Participation	25 Points

Grade Determination

95 – 100	A
90 – 94	A-
87 – 89	B+
84 – 86	B
80 – 83	B-
77 – 79	C+
74 – 76	C
70 – 73	C-
67 – 79	D+
64 – 66	D
60 – 63	D-
0 – 59	F

Contact Hours

30 class hours

One class hour comprises 45 minutes. Classes are held in 15 sessions of 90 minutes each.

Credits

3 of 6 ECTS in Module I

1.5 of 3 US Semester Credits in Module II