



The Hebrew University of Jerusalem

Syllabus

German Media between Printed Press and Digital Networks - 54626

Last update 12-09-2024

HU Credits: 2

Degree/Cycle: 2nd degree (Master)

Responsible Department: Cont. German Studies:politics, Soc.&Cult

Academic year: 0

Semester: 2nd Semester

Teaching Languages: English

Campus: Mt. Scopus

Course/Module Coordinator: Prof. Gisela Dachs

Coordinator Email: gisela.dachs@mail.huji.ac.il

Coordinator Office Hours: Wednesday 11.00-12.00 or by prior arrangement

Teaching Staff:

Prof Gisela Dachs

Course/Module description:

Although marked by a very strong tradition of printed journalism, the German media landscape has been transformed and challenged by the digital age, empowering the consumers to find new ways and venues in their communication behavior which impacts also the production of content. The course teaches the changing role of the media with an emphasis on an increasingly active audience.

Course/Module aims:

The course aims to transmit a comprehensive view of the relations between mainstream media and social networks in Germany. This includes the acquirement of knowledge about current affairs and debates that take place in an increasingly complex public sphere.

Learning outcomes - On successful completion of this module, students should be able to:

- To orient themselves within the current German media landscape and assess the role of major and minor media outlets as well as of the social networks.*
- To read, analyze and discuss content in mainstream and social media.*
- To evaluate the power relations between journalism and politics in the era of digital media.*
- To gain insights into the production, reception and negotiation of journalistic content.*
- To have a reflective view on German society through the critical discussion of its new media.*

Attendance requirements(%):

100

Teaching arrangement and method of instruction: The teaching combines theoretical and practical approaches. Each unit focuses on specific aspects relevant to the topic including study cases. The students introduce key terms of the debate

to the class and focus on a weekly basis on a news items mirroring the digital change. Furthermore, guest lecturers from the field, practitioners as well as scholars, will be invited to give insights into their work.

Course/Module Content:

- the audience revisited: the Dewey-Lippmann debate in the age of the internet
- challenges of digital journalism
- changes in the news room – what is newsworthy in the 21st century?
- the public and its counter-public - mainstream media versus social networks
- new players in the field: the impact of Twitter, facebook and clubhouse
- is there a link between fake news and the rise of political populism?

- the impact of the Internet on Foreign Correspondents' Work Routines

- the impact of digital Russian soft power in Germany
- values and social media
- protecting privacy and fighting hatred online
- the mediatheques – public post-television content productions
- netflix in Germany, German content on netflix
- social media in emergency times

Several guest-lectures are planned

the full syllabus will be posted on Moodle at the beginning of the semester

Required Reading:

to be announced at the beginning of the semester

Additional Reading Material:

Grading Scheme:

Essay / Project / Final Assignment / Home Exam / Referat 50 %
Presentation / Poster Presentation / Lecture/ Seminar / Pro-seminar / Research proposal 30 %
Submission assignments during the semester: Exercises / Essays / Audits / Reports / Forum / Simulation / others 20 %

Additional information:

Requirements and Grading:

Regular attendance of and participation in class discussions is essential to success in this course. Absences must be cleared with the instructor in advance barring emergencies so appropriate make-up work can be assigned.

- Two Exercises during the semester (20 percent)*
- One oral presentation based on a relevant topic or an article from the syllabus (30 percent of the grade)*
- A written final assignment (50 percent of the grade)*