**GRMN 4010/6010: PERSPECTIVES OF GERMAN MEDIA**

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Office hours - Wed 1-2 PM (prior notification by E-mail is recommended),

or by appointment

**Goal:**

This class covers a wide range of different types of media: traditional media such as newspapers, magazines, documentaries, feature films, TV shows and films as well as recent media such as websites, Twitter, FB, and other social media networks.

**Learning Objectives:**

Upon completion of this course, students will be able to:

1. Describe the history of media in Germany, Austria and Switzerland and the media landscape as it has developed over the last 60 years.
2. Become familiar with theoretical foundations of the theoretical approaches involved in media history analysis.
3. Understand the variety of Internet news, TV channels, blogs, Tweets, newspapers, magazines in German-speaking countries.
4. Analyze real and fake news; write a report for a newspaper.
5. Develop skills that are necessary for the analysis of current approaches in communication studies.
6. Develop oral expression skills in German in a casual setting at ACTFL’s advanced level, including discussion and analysis.
7. Improve written expression at the advanced level.
8. Acquire knowledge of different perspectives of German-language media that can be explained by looking at factors in the history of German-language cultures.

**Required Text:**

Heinz Pürer. *Medien in Deutschland. Rundfunk – Presse – Online*. UTB 2015.

**Additional Sources:**

Sanna Inthorn. *German Media and National Identity*. Cambria Press, 2007.

Grimm, Martin. "New Books in German Media and Communication Studies." *CLCWeb: Comparative Literature and Culture* 7.4 (2005).

Other books, reviews, and papers indicated in lecture notes and/or posted on T-square.

NOTE: Most lectures use outside sources in addition to (or instead of) the textbook.

**Grading:**

Exams (2; 15% each): 30%

Quizzes (3 out of 4; 10% each): 30%

Homework: 10%; Students enrolled in 6010 will turn in an additional two reviews as homework (3% each [of the 10% overall homework grade]), each comparing two types of newspaper reports or online videos.

Participation: 10%, Students enrolled in 6010 will deliver one additional presentation consisting of a 40-minute class lesson on a text, online game, or (online) video and its message/context (5% of participation grade).

Final Paper: 20%

4010 students: For your final paper you will write a report on the presentation of a topic that is of interest to you (and that you may have covered in your oral report). The report will be an investigation of how a particular topic is covered in the German media. You will have to quote from news reports, Twitter messages, FB, newspaper commentaries etc. The final paper will be 5-6 pages (approx. 2,500 words) long, double-spaced, 12 font with a bibliography and has to be submitted as a Word document (NOT a pdf file) via email to me on the day that the final exam is scheduled to take place. You can choose a topic from domestic news, international news, company reports, cultural topics, new movie releases, international relations, local news, university reform, school reform, EU topics, etc.

6010 students: You will prepare a 10-minute video essay (10%) and a final paper (10%). The video essay of 10 minutes in length will integrate recorded and captioned interviews (in German) with bibliographic research on some aspect of German media, as approved by the Instructor. The video essay, to be presented during the final week of class, will weigh as 10% of the final grade, and be evaluated according to the following criteria, each worth 20%:

* Depth, balance and accuracy in treatment of topic
* Precision of captioning
* Clarity and coherence
* Quality of oral language use
* Engagement of audience

The final paper is the same as that for the 4010 students: you will write a report on the presentation of a topic that is of interest to you (and that you may have covered in your oral report). The report will be an investigation of how a particular topic is covered in the German media. You will have to quote from news reports, Twitter messages, FB, newspaper commentaries etc. The final paper will be 7-10 pages (approx. 5,000 words) long, double-spaced, 12 font with a bibliography and has to be submitted as a Word document (NOT a pdf file) via email to me on the day that the final exam is scheduled to take place. You can choose a topic from domestic news, international news, company reports, cultural topics, new movie releases, international relations, local news, university reform, school reform, EU topics, etc.

**Attendance:**

Regular attendance polls will be taken without prior notice. Students who are absent because of participation in approved Institute activities (such as field trips, professional conferences, and athletic events) will be permitted to make up the work missed during their absences. Approval of such activities will be granted by the Student Academic and Financial Affairs Committee of the Academic Senate, and statements of the approved absence may be obtained from the Office of the Registrar. <http://www.catalog.gatech.edu/rules/4/>

**Overview:**

Introduction and analysis of the German, Austrian and Swiss media landscape and its influence from other European and Western nations.

**Academic Integrity:**

Academic dishonesty will not be tolerated. This includes cheating, lying about course matters, plagiarism, or helping others commit a violation of the Honor Code. Some exams (when specifically announced in class) allow the use of self-prepared supporting information (one sheet of paper, either typed or handwritten, could be double-sided); no other support materials are allowed at tests. Plagiarism includes reproducing the words of others without both the use of quotation marks and citation. Students are reminded of the obligations and expectations associated with the Georgia Tech Academic Honor Code and Student Code of Conduct, available online at [www.honor.gatech.edu](file:///C:\Users\ds49\Downloads\www.honor.gatech.edu).

**Learning Accommodations**:

If needed, we will make classroom accommodations for students with documented disabilities. These accommodations must be arranged in advance and in accordance with the Office of Disability Services (<http://disabilityservices.gatech.edu>).

**Schedule of Topics:**

Week 1: Introduction

German Media

Week 2: Publishing houses

Axel Springer, Gruner + Jahr

Week 3: Holtzbrinck Gruppe, Bertelsmann

Week 4: Press Agencies: dpa, Reuters

Week 5: Newspapers: Dailies, Weeklies

Week 6: EXAM I (covers weeks 1-5)

Week 7: Magazines: Political, Hobby, Interest

Week 8: Coverage of German Companies in the News

Week 9: Trade Agreements in the News

Week 10 Political Parties and Elections in the News; Fake News

Discussion session

Week 11: SPRING BREAK

Week 12: EXAM II (covers weeks 6-10)

Week 13: Intercultural Communication and International News

Week 14: Music News, MTV

Week 15: Coverage of German News in US Media: CNN, Fox, etc.

Week 16: Documentaries; Short Films; Feature Films

Finals week FINAL EXAM (covers weeks 12-16)