

# The British Media: Historical and Contemporary Issues

Dieses Modul besteht aus einer Lehrveranstaltung.

**PSO: MI-BA- 2 bis 6**

## Studienorganisation

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Studiensemester: 1  
Turnus: Wintersemester  
Schwerpunkt: Fluency Development in English  
Modultyp: Nichttechnisches Wahlpflichtfach  
Lehrform: Seminar  
Sprache: Englisch  
Fach-Nr. ....

## Kompetenzen/Lernziele

This elective course is concerned with the study of the mass media in Britain from a historical and contemporary perspective. Many British media outlets, such as *The Times* or the BBC have been used by other nations as models for the setting up of a free press or public broadcasting service in their own countries. In this course you will learn how the print, audio-visual and lately online media have come into being and how they are regulated. "Big Beasts" in the media such as Lord Reith, formerly of the BBC, and Rupert Murdoch of, among other things, BskyB, and the role they have played in forming opinion through their very influential organisations are also considered. The use of the English language in the media is compared to and contrasted with the use of modern English in other contexts. It is envisaged that participants in this elective course will gain a better understanding of how the British media tick and how they thus frame public discourse and in turn form public opinion in the UK.

## Inhalte

A presentation is a requirement for passing the module as is regular attendance. After being presented with some background information on the historical development of the media in the UK, students are then required to give a presentation on any topic of interest to them within the framework of the course. Previous presentations have included such issues as the portrayal of women in the press, the hacking scandals and consequent demise of Murdoch's *News of the World*, the relatively new phenomenon of free newspapers etc.. As new interactive media have themselves become the news in recent years, it would be interesting to hear presentations on subjects in this area, e.g. "fake news" or the rise of social networking sites in public discourse etc.

## Arbeitsaufwand

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2 SWS, 3,0 Creditpoints (CP)

## Prüfung

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Art der Prüfung: Referat

Prüfungsform: Regular attendance and the presentation of a topic as a "Referat" are requirements for passing the module.

## Literatur

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Johnson, Derek et al. (2014) Making Media Work. Cultures of Management in the Entertainment Industries

ZHB QR 730 J66

MacLuhan, Marshall (2008) The Medium is the Message

ZHB: AP 14000 M166

Martin, Albert (2017) (Hrsg.) Organizational Behaviour – Verhalten in Organisationen.

2. Auflage.

ZHB QP 342 M379 (2) +2 [NEU: SoSe17]

Reah, Danuta (2002) The Language of Newspapers

ZHB: AP27760 R287 (2)

Schwarzer, Bettina and Spitzer, Sarah (eds.) (2015) The European Newspaper Market. Social Media Use and New Business Models

ZHB: QR 760 S411 E8

<https://www.lrb.co.uk/v38/n15/john-lanchester/brexit-blues> (23.06.2017:11.20am)

## Voraussetzungen

Minimum Linguistic proficiency: Common Framework Level C1

## Verantwortlicher Dozent

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Modulverantwortlicher. Dr. John Ward

Dozent: Dr. John Ward