

Dr. Manfred Kops

1455 National and International Mass Media Orders

SS 2008, 2 h/weekly, Fridays 12 – 13.30 h,

Room VIIa

CEMS Core Course, mainly addressed to International Students of the CEMS Master's in International Management (CEMS MIM). Other students may participate on request.

The number of participants is limited, prior registration is obligatory via the websites of the Institute for Broadcasting Economics: www.rundfunk-institut.uni-koeln.de/CEMS/.

Participants that have taken part regularly, have written and presented a paper (if appropriate, this is possible as team work), and have passed a final written examination will be granted 6 ECTS-points for this CEMS Course (non-CEMS students may gain certificates according to prior consultations with the International Relations Center).

11. 04. 2008

Constitutional Meeting

General Introduction into the subject and clarification of organisational matters (as the subjects of the papers that have to be written and presented during the course will be explained and allocated in this meeting, all participants have to show up definitely).

18. 04. 2008

1. The Mass Media as an Important and Expanding Industry

- 1.1. The Media as Economic Goods
- 1.2. Types of Mass Media
- 1.3. The Market, the State, and the Civil Society as Providers of the Media
- 1.4. The Economic Importance of the Mass Media

25. 04. 2008

2. The Mass Media as a Key Institution of Public Communication

- 1.1. The Cultural Importance of the Mass Media
- 1.2. The Political Importance of the Mass Media
- 1.3. The Mass Media and Public Communication
Case Study I: Chances and Risks of User Generated Content
Case Study II: The Mass Media Between Entertainment and Public Communication
- 1.4. The German Mass Media Order
- 1.5. International Mass Media Orders

9. 05. 2008

3. The Print Media

- 3.1. The Structure of Private Print Media Provision in Germany
- 3.2. The Regulation of the Print Media in Germany
- 3.3. Print Media Orders – internationally compared
Case Study III: The Digital Revolution and the Future of the Press
Case Study IV: Self Regulation of the Print Media?

30. 05. 2008

4. Broadcasting

- 4.1. The Structure of Private Broadcasting in Germany
Case Study V: Evaluating the Private Value of Commercial Broadcasters
- 4.2. The Structure of Public Service Broadcasting in Germany
Case Study VI: Evaluating the Public Value of Public Service Broadcasters
- 4.3. Voluntary Broadcasting in Germany
Case Study VII: Organisation, Funding, and Programming of the German "Bürgerfunk"
- 4.4. Regulation of Broadcasting in Germany
- 4.5. The German Broadcasting Order - internationally compared

06. 06. 2008

5. Films

- 5.1. The Structure of the Private German Film Industry
- 5.2. Economic Peculiarities of Films
Case Study VIII: Calculating the Costs and Returns of Films
- 5.3. The Regulation of the Private German Film Industry
Case Study IX: State Aids for the Film Industry?

13. 06. 2008

6. Online Services

- 6.1. The Structure of Private Online Services in Germany
- 6.2. The Structure of Public Service Online Services in Germany
- 6.3. National and International Regulation of Online Services
Case Study X: Online Services as a New Element of Public Communication?
Case Study XI: Patterns of Mass Media Usage of Young People
Case Study XII: Legal Limits for Online Services of Public Service Broadcasters

20. 06. 2008

7. Perspectives for the German Mass Media Order

- 7.1. The Importance of the Different Media over Time
- 7.2. The Market as the Dominant Provider of the Media?
Case Study XIII: The Future of the German License Fee
- 7.3. Regulated Self-Regulation of the Media?
Case Study XIV: The Future of the Deutsche Welle
Case Study XV: Digitalisation and Commercial Funding of the Mass Media

27. 06. 2008

8. Perspectives for the International Mass Media Order

- 8.1. The Economic and Political Consequences of Globalization for the Media
Case Study XVI: Does Globalization Increase the Diversity of the Media?
- 8.2. The Market, the State, and the Civil Society as Providers of the Media
Case Study XVII: Perspectives for the Media Orders of Selected Countries
- 8.3. National and International Regulation of the Media

11. 07. 2008 (change of date!)

Final Test