

Dr. Manfred Kops

**National and International Mass Media Orders**

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:

<http://www.rundfunk-institut.uni-koeln.de/institut/veranstaltungen/ss07.php>

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).

13. 04. 2007

**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).

04. 05. 2007

**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  
*Case Study I: Can the Market provide Mass Media?*

11. 05. 2007

**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 II: Revision of the European TV Directive*
- 1.4. The German Mass Media Order
- 1.5. International Mass Media Orders

25. 05. 2007

**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: German Antitrust Commission prohibits sale of Berliner Zeitung*

01. 06. 2007 + 08. 06. 2007

#### **4. Broadcasting**

- 4.1. The Structure of Private Broadcasting in Germany  
*Case Study IV: Evaluating the private value of merging commercial broadcasters*
- 4.2. The Structure of Public Service Broadcasting in Germany  
*Case Study V: Evaluating the public value of public service broadcasters*
- 4.3. Voluntary Broadcasting in Germany  
*Case Study VI: Organisation, funding, and programming of the German "Bürgerfunk"*
- 4.4. Regulation of Broadcasting in Germany
- 4.5. The German Broadcasting Order - internationally compared  
*Case Study VII: The future of Chinese broadcasting*

15. 06. 2007

#### **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*  
*Case Study IX: State Aids for the German Film Industry*
- 5.3. The Regulation of the Private German Film Industry

22. 06. 2007

#### **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: The legal limits for online services of German PSB*

29. 06. 2007

#### **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 XII: The future of public service broadcasting in Germany*
- 7.3. Regulated Self-Regulation of the Media?  
*Case Study XIII: Ethic standards of journalism and economic constraints*

06. 07. 2007

#### **8. Perspectives of the International Mass Media Order**

- 8.1. The Economic and Political Consequences of Globalization for the Media  
*Case Study XIV: The UNESCO Convention on Cultural Diversity*
- 8.2. The Market, the State, and the Civil Society as Providers of the Media  
*Case Study XV: Perspectives for the media orders of selected countries*
- 8.3. National and International Regulation of the Media

13. 07. 2007

#### **Final Test**