

## COURSE DETAIL

### MODERN MEDIA

**Country**

France

**Host Institution**

Sciences Po Lyon

**Program(s)**

University of Lyon

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Communication

**UCEAP Course Number**

103

**UCEAP Course Suffix****UCEAP Official Title**

MODERN MEDIA

**UCEAP Transcript Title**

MODERN MEDIA

**UCEAP Quarter Units**

4.50

**UCEAP Semester Units**

3.00

## Course Description

This lecture course aims to study and understand the media sector in the large sense of the term. The economic, organizational and political trends that structure it and make it evolve. It will also allow students to learn current knowledge of the professional sector. The sessions will treat A press review, presented by the students, who will collect weekly news articles and create a hierarchy of information. This press review will be used to present an expose, presented by the students, who will review the history and explain the trends observed in the media. The expose will also show an understanding of the themes studied in class. Each student will also produce a written thematic paper, treating the press reviews seen in the semester. Each group will be in charge of a news item: the syntheses will then be shared in order to create a study guide for the exam for journalism school. This lecture course will study and understand the media sector; its economic, organizational, political tendencies, Main themes: History of the Press (evolutions, techniques, economics, industrial) distribution Stakeholders: Magazines, internet and the mutation of information forms (pure players, social networks, ) Agencies (information or photo) cell phones (evolutions, markets, usage) General audiovisual (how to measure audience) Thematic television, web TV, radio since 1981 (structures, actors, markets, usage)

## Language(s) of Instruction

French

## Host Institution Course Number

## Host Institution Course Title

ACTUALITÉS DES MÉDIAS

## Host Institution Campus

SCIENCES PO LYON

## Host Institution Faculty

## Host Institution Degree

## Host Institution Department

