

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 Course Details

Host Institution Campus

SCIENCES PO LYON

Host Institution Faculty

Host Institution Degree

Host Institution Department

SCIENCES PO LYON

Course Last Reviewed

2020-2021

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