COURSE DETAIL

MEDIA ECONOMICS
Country Germany
Host Institution Free University of Berlin
Program(s) Free University Berlin
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Communication
UCEAP Course Number 105
UCEAP Course Suffix
UCEAP Official Title MEDIA ECONOMICS
UCEAP Transcript Title MEDIA ECONOMICS
UCEAP Quarter Units 4.50
UCEAP Semester Units 3.00

Course Description

Scholarly inquiry into entertainment media is a bit of an outlier within media and communication studies in general and even media economics. Media's supposed to provide information for citizens to make informed decisions, thus making substantial contributions to the functioning of democratic societies – a task too delicate to focus on distraction and amusement. (Almost) in contrast, demand for entertaining content is traditionally higher than for mere information. This applies to audiences and their willingness-to-pay, as well as consumer good suppliers and the advertising industry. Promoting various products and services is more effective in entertainment environments. Thus, scholarly inquiry into production, distribution and consumption of entertainment media is necessary. In the first part of the course, theoretic foundations are laid, discussing economic theories and the media business model, critical approaches to (entertainment) media and strategic media management. Information and entertainment as (in)congruent concepts are defined. The second part of the course sees us focusing on particular entertainment media markets from streaming video to music and social media.

Language(s) of Instruction
English

Host Institution Course Number
28555

Host Institution Course Title
MEDIA ECONOMICS

Host Institution Course Details
https://www.fu-berlin.de/vv/en/lv/785375?id=785375&m=202514&sm=682860&pc=126921

Host Institution Campus
Free University of Berlin

Host Institution Faculty

Host Institution Degree

Host Institution Department
Institut für Publizistik- und Kommunikationswissenschaft

Course Last Reviewed
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