

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 Campus

Free University of Berlin

Host Institution Faculty

Host Institution Degree

Host Institution Department

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