



UNIWERSYTET
IM. ADAMA MICKIEWICZA
W POZNANIU

Media in Germany

Educational subject description sheet

Basic information

Study programme Studia o Niemczech		Didactic cycle 2024/25 Subject code 31SONS.12HS.00864.24 Lecture languages German Course type Obligatory Block Humanities and social subjects
Speciality -		
Organizational unit Collegium Polonicum Słubice		
Study level First-cycle programme		
Study form Full-time		
Education profile General academic		
Subject coordinator	Justyna Krauze-Pierz	
Lecturer	Andrzej Denka, Bernadetta Matuszak-Loose	
Period Semester 2	Activities and hours • Classes: 30, Graded credit; including sub-activities: ◦ Synchronous classes: 25	Number of ECTS points 4

Goals

Code	Goal
C1	Knowledge of historical development and analysis of the diversity of means of social communication and media (print, audiovisual and electronic) and their specificity in Germany.
C2	The ability to carry out a critical analysis of media policy instruments, strategies and manipulation.
C3	The ability to use the acquired knowledge in the field of media criticism to diagnose and analyze contemporary processes of shaping cultural identity.
C4	Getting to know the most important functions of mass media in various aspects of culture-forming processes.
C5	Ordering culturally shaped opinions, beliefs and judgments.
C6	Shaping the awareness of cultural diversity and an attitude of openness towards otherness.

Entry requirements

Elementary knowledge of the history and culture of Germany; knowledge of German at least A2+ level.

Subject learning outcomes

Code	Outcomes in terms of	Learning outcomes	Examination methods
Knowledge - Student:			
W1	distinguishes between types of means of social communication and forms of media culture;	SON_K1_W01, SON_K1_W03, SON_K1_W06	Written exam, Multimedia presentation
W2	distinguishes between types of means of social communication and forms of media culture;	SON_K1_W02, SON_K1_W07	Written exam, Multimedia presentation
Skills - Student:			
U1	is able to properly analyze the causes and course of selected phenomena from the world of media and politics;	SON_K1_U01, SON_K1_U05	Written exam, Multimedia presentation
U2	analyzes and is able to use various media forms;	SON_K1_U01, SON_K1_U05	Written exam, Multimedia presentation
U3	forms critical judgments on the issues discussed in German, applying the correct arguments of his own and others;	SON_K1_U01, SON_K1_U06, SON_K1_U08	Written exam, Multimedia presentation
U4	prepares shorter statements in German on selected issues related to various forms of media expression;	SON_K1_U08, SON_K1_U10	Written exam, Multimedia presentation
U5	is aware of the cultural and philosophical diversity expressed in the media;	SON_K1_U06, SON_K1_U09	Written exam, Multimedia presentation

Study content

No.	Course content	Subject learning outcomes	Activities
1.	Development and variety of forms of (mass) media.	W1, W2, U2, U4	Classes, Synchronous classes

No.	Course content	Subject learning outcomes	Activities
2.	The mechanisms of propaganda and manipulation in the media.	W1, W2, U1, U2, U3, U4	Classes, Synchronous classes
3.	Stereotypes and self-stereotypes in TV and radio advertisements.	W1, W2, U1, U2, U3, U4, U5	Classes, Synchronous classes
4.	Typologies of illustration.	W1, W2, U1, U2, U3, U4, U5	Classes, Synchronous classes
5.	Internet globalization.	W1, W2, U1, U3, U4	Classes, Synchronous classes
6.	Caricatures in the international (including Polish-German) press comparison.	W1, W2, U1, U2, U3, U4, U5	Classes, Synchronous classes

Additional information

Activities	Teaching and learning methods and activities
Classes	Discussion, Work in groups

Activities	Credit conditions
Classes	Classes conducted synchronously on the MS-Teams platform with the use of a multimedia presentation

Literature

Obligatory

1. Gerhard Paul (Hg.): Das Jahrhundert der Bilder. Zwei Bände, Bonn 2009.
2. Jürgen Vietig: Medien. In: Andreas Lawaty, Hubert Orłowski (Hg.): Deutsche und Polen. Ge-schichte, Kultur, Politik. München 2003, S. 426-430.
3. Jürgen Wilke (Hg.): Mediengeschichte der Bundesrepublik. Bonn 1999; Dieter Marsch: Medientheorien. Hamburg 2006 oder Dieter Marsch: Theorie mediów. Warszawa 2010.
4. Lutz Hochmeister (Hg.): Grundlagen der Medienpolitik. Ein Handbuch. Bonn 2008.
5. Asa Briggs, Peter Burke: A Social History of the Media. From Gutenberg to the Internet. Cambridge 2009.
6. Volker Grassmuck: Freie Software. Zwischen Privat- und Gemeineigentum. Bonn 2004.
7. Agnieszka Hess, Agnieszka Szymańska: Pomost medialny. Rola mediów w międzynarodowej komunikacji politycznej na przykładzie relacji polsko-niemieckich. Kraków 2009.
8. Marion G. Müller (Hg.): Kommunikation visuell. Das Bild als Forschungsgegenstand - Grundlagen und Perspektiven. Köln 2001.

Optional

1. Andreas Dörner, Ludgera Vogt (Hg.): Unterhaltungsrepublik Deutschland. Medien, Politik und Entertainment. Bonn 2012.
2. Edward Chudziński (Hg.): Słownik wiedzy o mediach. Warszawa, Bielsko-Biała 2009.
3. Jürgen Vietig: Media. In: Andreas Lawaty, Hubert Orłowski (wyd.): Polacy i Niemcy. Historia, kultura, polityka. Poznań 2003, S. 482-487.

Calculation of ECTS points

Activities	Activity hours*
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Classes	30
Preparation for classes	10
Reading the indicated literature	30
Preparation of a multimedia presentation	20
Preparation for the exam	30
Student workload	Hours 120
Number of ECTS points	ECTS 4

* academic hour = 45 minutes

Efekty uczenia się dla kierunku

Kod	Treść
SON_K1_U01	The graduate can search, analyse, evaluate, select and use information from a variety of sources, both traditional and multimedia
SON_K1_U05	The graduate can recognise different types of cultural products in order to identify their role in social, historical, political and cultural contexts
SON_K1_U06	The graduate can argue factually and professionally and formulate conclusions using the views of other authors in German
SON_K1_U08	The graduate can reflect on their own written and oral contributions and modify them under the supervision of the lecturer/tutor
SON_K1_U09	The graduate can communicate with other professionals, literary, linguistic and cultural scholars, historians in German using traditional and multimedia means of communication in professional situations
SON_K1_U10	The graduate can prepare typical written works in German, including translations, of an academic nature, with appropriate composition and argumentation and in compliance with copyright law
SON_K1_W01	The graduate knows and understands the place, significance and interrelationship of literary, linguistic and cultural studies with other human sciences, in particular philosophy, history, art studies and social sciences in the context of German studies and German-Polish relations
SON_K1_W02	The graduate knows and understands to an advanced degree, topics, concepts and issues in literary and linguistic studies and cultural sciences, history and intercultural communication
SON_K1_W03	The graduate knows and understands to an advanced degree, the terminology, theories and methodologies of literary and linguistic studies, intercultural studies and cultural sciences, history and intercultural communication, as well as their application in the study of cultural texts with a particular emphasis on German studies and German-Polish relations,
SON_K1_W06	The graduate knows and understands the complex nature of language and its complexity and historical variability in literary, cultural, social, historical, political and intercultural contexts in relation to German studies and German-Polish relations
SON_K1_W07	The graduate knows and understands the functioning of cultural institutions and contemporary cultural life in Germany