

CIGN Module Descriptor

Title of Module:	Media Literacy				
Module ID:					
Credits (national system):	4	ECTS:	4		
Responsible Institution:	Stuttgart Media University				
Module Coordinator:	Jörg Westbomke				
Module Type:	theory based course				
Language:	German				
Prerequisites: None					

Summary of Module:

Students will gain an insight into key legal frameworks and concepts relating to media content and rights protection, with a view to being able to apply an informed perspective in their creative practical work.

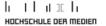
In particular the following topics will be addressed:

Media Ownership and Regulation: Students will be able to explain issues of pluralism, ownership and the implications of innovation in communications technology.

Legal Aspects of Intellectual Property Management: Students will be able to explain issues of copyright, contracts, rights protection, and licensing and assignment of rights, location access in relation to practical projects.

Business Management: Students will be able to apply knowledge of company legal and tax issues to practical work. Students will be able to explain new business opportunities arising through rights issues related to new technology and transmedia developments and strategies.













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Learning Outcomes:

- Understand and apply various rights and legal issues accociated with a range of content across the cultural and creative industries and within current technological and media business contexts.
- Critically evaluate the history of intellectual property rights and technology in a national and global context.
- To be able to produce media products complying with national and European formalities.
- Understand industry structures and related issues of ownership and pluralism.

Learning Objectives:

Theoretical Principles 60%
Analyses 30%
Conception 10%
Realization 0%

Specialist Skills:

	Level 1:	recognize & reproduce
\boxtimes	Level 2:	comprehend & apply
	Level 3:	compare & evaluate
	Level 4:	connect, deepen & develop

Module Delivery Method(s): classroom

The course is organized in:

- Lectures
- Autonomous Learning

Learning & Teaching Activities:

Lecture/Core Content Delivery 22,5 hours
Asynchronous Class Activity 22,5 hours
Independent Study 40 hours
Exam Preparations 30 hours
115 Hours Total













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