

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 associated 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
- 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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Learning Material:

Indicative Resources / Obligatory Readings:

Fechner/Mayer, Medienrecht: Vorschriftensammlung (Textbuch Deutsches Recht), 9. Auflage C.F. Müller, 2012.
Dörr/Schwartzmann, Medienrecht, 4. Auflage, Heidelberg C.F. Müller, 2012.
Köhler/Arndt/Fetzer, Recht des Internet (Start ins Rechtsgebiet), 7. Auflage, Heidelberg: C.F. Müller, 2011.
Kaesler, Recht für Medienberufe, 3. Auflage, Wiesbaden: Vieweg+Teubner Verlag, 2013.
Barendt/Hitchens/Craufurd-Smith/Bosland, Media Law: Text, Cases and material, Pearson 2014.
Robertson/Nicol, Media Law, Penguin Books, 2002.

Feedback and Assessment Method(s):

written exam

Costs of Subscription:

N/A