



CM 325 - TV, COMMUNICATION, AND MEDIA IN AUSTRIA

IES Abroad Vienna

DESCRIPTION:

Communication and media have always been interesting themes to study and analyze. If we characterize traditional media as exhibiting a common way of behaving and pursuing a common goal, new digital interactive media are blurring the distinction between mass and interpersonal communication. This course will consider two different points of view to talk about communication and media. Firstly, it will stress the explanation of what communication is, what it has meant, and what it means in a world characterized by relationships and connections. It is impossible to deny or ignore the influence the media exert on people, not only from an industrial and commercial point of view but foremost from a human and social perspective. This course will study the values and ways of life television and advertising offer the audience and will offer information about the producers of television programs and TV commercials that people love or hate. Moreover, it will focus on different media fields that characterize Austria: journalism and news making, the advertising industry, television, and the fields of art, business, culture, and entertainment. Students will analyze each theme from the point of view of history and theory, and from a practical and productive angle. We will explore select topics with guest lectures held by experts and professionals; field trips will provide a deeper insight into the activities of media industries.

CREDITS: 3 credits

CONTACT HOURS: 45 hours

LANGUAGE OF INSTRUCTION: English

PREREQUISITES: none

ADDITIONAL COST: none

METHOD OF PRESENTATION:

Lectures and discussions on assigned readings and documents; field studies, guest lectures and documentary video analysis.

REQUIRED WORK AND FORM OF ASSESSMENT:

- Midterm test - 25 %
- Final Exam - 35 %
- Research Project 20 %
- Assignments - 10%
- Active Participation (workshops, presentations) - 10 %

Midterm Exam: The exam will include a true/false section, a multiple-choice section, and essay questions. The midterm exam will cover the topics covered until that point and will help prepare students for the final exam.

Final Exam: The exam will include a true/false section, a multiple-choice section, and essay questions. It will cover all topics covered over the semester.

Research Project: Students will receive a list of topics for research papers after the midterm exam. Students will choose a topic and consult materials beyond the bibliography for the course, including from major newspapers, online, and in the IES Abroad and Vienna-based university libraries. Final papers should be 1,500-2,000 words in length.

Assignments: Students must keep up with the readings assigned for each class session and complete related written assignments on time.

Active Participation: Participation in class sessions, workshops, presentations, and discussions are crucial elements for a positive evaluation.

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LEARNING OUTCOMES:

By the end of the course, students will be able to:

- Understand the power of media in human communication.
- Consider the local, cultural-social-economic context in which Austrian media operate.
- Analyze ways in which different media work in TV news and programs.
- Discuss the purposes of Austrian Public TV & Radio and commercial television and radio networks.
- Explain how advertising communication differs from basic human communication.
- Differentiate the various attitudes and roles of people working in media and communications, e.g., an advertising agency.
- Analyze the creative process of an advertising campaign.
- Compare Austrian and international TV structures, commercial and public radio, and television.
- Describe how various media communicate art, culture as well as business & entertainment.

ATTENDANCE POLICY:

IES Abroad Vienna requires attendance at all class sessions including field study excursions, internship meetings, scheduled rehearsals, and all tests and exams. Attendance will be taken for every class. If a student misses more than three hours of class without an excuse, the final grade will be reduced by one-third of a letter grade (for example, A- to B+) for every additional unexcused absence. For more information, please see the full IES Attendance Policy, found in your Vienna Student Handbook.

CONTENT:

Session	Content	Assignments
Session 1	Communication and Media: the basic elements • Introduction to the course and its content • A brief history of mediated communication • Class discussion	• McQuail Denis, Mass Communication Theory (pages 24-38) • Dominick Joseph, The Dynamic of Mass Communication (pages 56-71) • Watson James, Media Communication (pages 71-76)
Session 2&3	Communication and Media: discussing the present. • The internet as a mass medium, new patterns of communication, contemporary issues • Television as a powerful medium of communication • Media and the special role of arts, culture and entertainment in Austria, an historical overview	• Kovach Bill & Rosenstiel Tom, The elements of journalism (pages 3-40) • McQuail Denis, Mass Communication Theory (pages 41-43 and 151-157) • Official document excerpts from EU- and National Austrian Media Law.
Session 4	Television as a powerful medium of communication • Daily Quality Newspaper "Die Presse" • Visit to the new Multimedia/ TV-Department	• European Commission, official EU document: media law & ethics

Session	Content	Assignments
Session 5	Television as a powerful medium of communication • TV production: types of programs and production stages from TV to movies or TV series • Class brainstorming	• Holland Patricia, The Television Handbook (pages 33-44)
Session 6	Television as a powerful medium of communication • How television works: what genre is and how it is applied to TV. • Comparative analysis of weekly schedule of the most popular Austrian TV networks	• AA.VV., Television studies. The Key Concepts (pages 108-110) • Bignell Jonathan, Orlebar Jeremy, The Television Handbook (pages 59-62 and 73-81)
Session 7	Television as a Powerful medium of communication • What narrative is and how it is used on TV	• AA.VV., Television studies. The Key Concepts (pages 106-116) • Bignell Jonathan, Orlebar Jeremy, The Television Handbook (pages 89-98)
Session 8	Television as a powerful medium of communication • TV role play: do you want to be a TV programmer, content creator? • Practical work: content creation in groups	• Kovach Bill & Rosenstiel Tom, The elements of journalism (pages 40-68) • TV & Podcast examples, Youtube • Content brainstorm session in groups • Creation of content
Session 9	News as crucial Component of the world of communication • News and news making: what news and news values are • Traditional and new sources for news: from news agencies to social media	• Kovach Bill & Rosenstiel Tom, The elements of journalism (pages 40-68) • Stovall James Glen, Journalism. Who, what when, where, why, and how (pages 3-20) • Bossio Diana, Journalism and Social Media (excerpt from Chapter 2-9 pages)
Session 10	News as crucial Component of the world of communication • Information and news making in Austria • Newspaper, radio, tv and new media • Group work and presentation	• Kovach Bill & Rosenstiel Tom, The elements of journalism (pages 76-155) • Research session on relevant topics/ conflicts • Presentation of television examples based on recent international topics/ conflicts

Session	Content	Assignments
Session 11	News as crucial Component of the world of communication - TV News: codes, conventions, controversies SIMULATION OF THE MIDTERM EXAM - Correction and self-evaluation	- Stovall James Glen, Journalism. Who, what when, where, why and how (pages 61-67, 83-86, 109-113 and 117-123) - AA.VV., Television studies. The Key Concepts (pages 142-147)
Session 12	News as crucial Component of the world of communication - TV roleplay: test yourself as a magazine and news reporter - Presentation skills: voice-, body language - Group work content presentation - Evaluation (group competition)	- Workshop – based on instructor's own examples - Analysis of goals and tasks of magazines - Differentiation of tasks in magazine journalism vs. information/ news - group work on “content”
Session 13	MIDTERM EXAM	
Session 14 & 15	Advertising, or how to communicate a product - Power of Storytelling - Research, evaluation of sources: analysis of content - Target Groups; how to extract proper content; apply content to target groups.	Bowles Meg, Burns Catherine, Hixson Jenifer, Jenness Sarah Austin, Tellers Kathe, How to tell a story (page 1-23)
Session 16	Advertising, or how to communicate a product - Presentation on the role of advertising, and how to apply the diverse types of ads. - The role of values in advertisement - Brainstorming (applications to different business segments)	- Arens William, Contemporary Advertisement (pages 6-18) - Rodman George, Mass Media in a Changing World (pages 448-449)
Session 17	Advertising, or how to communicate a product - What an advertising agency is and what people in these agencies do. - The creative strategy and creative process of an advertising campaign. - Practical group work: create a commercial	Arens William, Contemporary Advertisement (pages 93-100 and 342-363)

Session	Content	Assignments
Session 18	Advertising, or how to communicate a product - The history of Austrian TV commercials from the 60's to the present - Compared analysis of local and international campaigns	Guest lecture
Session 19	Field Trip - ORF media campus - Visit to Ö1 Marketing	Official ORF pamphlet: "The Austrian Broadcast Corporation" (legal base, structure and programs in radio and television)
Session 20	Advertising, or how to communicate a product - AD roleplay: are you more of an art director or a copywriter? - The making of a podcast - Group work: strategy planning "podcast"	- Bowles Meg, Burns Catherine, Hixson Jenifer, Jenness Sarah Austin, Tellers Kathe, How to tell a story (pages 171-190 and 287-296) - Case- based lecture of instructor - Group work
Session 21	Advertising, or how to communicate a product - Creation of a marketing & communication plan - Branding	- Individual Kotler, Philip, Hermawan Kartajaya, Iwan Setiawan, Marketing 5.0: Technology for Humanity (pages: 3-16) - Bowles Meg, Burns Catherine, Hixson Jenifer, Jenness Sarah Austin, Tellers Kathe, How to tell a story (page 193-244) - Research Workshop (how to create a communication plan)
Session 22	Finals Week - Presentations - Written exam	Presentation in groups

COURSE-RELATED TRIPS:

- Austrian Broadcast Corporation ORF, Ö1 Marketing
- Austrian quality newspaper "Die Presse"

REQUIRED READINGS:

(selected pages from)

- Bowles Meg, Burns Catherine, Hixson Jenifer, Jenness Sarah Austin, Tellers Kate; The Moth, Bowles, How to tell a story, memorable storytelling, Cown Publ., 2022
- Kotler, Philip, Hermawan Kartajaya, Iwan Setiawan, Marketing 5.0: Technology for Humanity, John Wiley & Sons, New Jersey, 2021
- Holland Patricia, The Television Handbook, Routledge, 2000

- Kovach & Rosenstiel, *The Elements of Journalism*, Revised and Updated 4th Edition: What Newspeople Should Know and the Public Should Expect, Crown, N.Y, 2021
- AA.VV., *Television studies. The Key Concepts*, Routledge, 2008
- Arens William – Weigold Michael, *Contemporary Advertising*, McGraw-Hill, 2021
- Bignell Jonathan – Orlebar Jeremy, *The Television Handbook*, Routledge, New York, 2005
- Bossio Diana, *Journalism and Social Media*, Palgrave MacMillan, 2017
- Dominick Joseph, *The Dynamic of Mass Communication*, McGraw-Hill, 2009
- McQuail Denis, *Mass Communication Theory*, Sage Publications, 2010
- Stovall James Glen, *Journalism. Who, what, when, where, why and how*, Pearson, 2005
- Watson James, *Media Communication*, Palgrave MacMillan, 2008
- European Commission, *Audiovisual and Media Policies*, 2023

RECOMMENDED READINGS:

- King Larry, *How to talk to anyone, anytime, anywhere – the secrets of good communications*, Gramercy Books N.Y. 2004
- Barton Russel, *Neurolinguistic Programming*, 2019
- Holzner Steven, *Facebook Marketing- Leverage Social Media to grow your business*, Que, Indiana, USA, 2009
- Lazarus Jeremy, *NLP – the essential handbook for business*, 2014
- Qualman Erik, *Socialnomics, how social media transforms the way we live and do business*, Wiley & Sons, New Jersey, 2009