

Module title		Abbreviation
China's public and structures of communication		04-MC180-IB9-152-m01
Module coordinator		Module offered by
holder of the Chair of Contemporary Chinese Studies		Institute of East and South Asian Cultural Studies
ECTS	Method of grading	Only after succ. compl. of module(s)
6	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>The module consists of a theoretical and historical introduction to forms of the Chinese public sphere and a more practice-oriented introduction to contemporary Chinese media. The historical emergence of patterns concerning the production of social public spheres from the 20th century to the present is systematised on the basis of various representative subject areas (print media, propaganda, television, internet) and placed in a media-theoretical discourse. In the practice-oriented seminar in Beijing, the familiarisation with Chinese media takes place through the example and reading of current exemplary articles from the fields of society, politics, sport, science, medicine and the environment in the print media, on radio and television as well as on the internet.</p>		
Intended learning outcomes		
<p>The overview of the development concerning the different stages of media publicity and the targeted selective deepening enables the students to competently understand and assess the development of the media landscape in the PR China. The media presentation of current topics can be competently and critically classified on the basis of the already acquired knowledge. The specialised vocabulary is activated. The formats of media presentation and technical characteristics are specifically developed.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
Ü (2) + S (2) Module taught in: German, English and Chinese		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) oral examination (approx. 20 minutes) or b) written examination (90 minutes) Language of assessment: German, English, Chinese creditable for bonus</p>		
Allocation of places		
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Additional information		
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Workload		
180 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
<p>Bachelor's degree (1 major) Modern China (2015) Bachelor's degree (1 major, 1 minor) Modern China (Minor, 2015)</p>		