Module title

Project Modul: Journalism in Economic Policy

Abbreviation

12-M-WPJ-182-m01

Module coordinator

Professorship of Economic Journalism and Communication

Module offered by

Faculty of Business Management and Economics

ECTS

10

Method of grading

Numerical grade

Duration

1 semester

Module level

Undergraduate

Other prerequisites

--

Contents

Economic journalism is often regarded as unwieldy, but the reporting usually revolves around content that many media users can relate to: The focus is on market developments and (economic) political conditions. How can these topics be presented in a way that is clear, easy to understand and yet as precise as possible? What makes for good economic policy reporting? What research options and forms of presentation are available? Such questions will first be answered using examples from various media. Subsequently, students will work on a key topic themselves.

Intended learning outcomes

The students know terminology, topics and framework conditions of economic journalism. They have an overview of selected areas of application. They are proficient in research and the various forms of presentation in economic journalism.

Courses

(type, number of weekly contact hours, language — if other than German)

S (2)

Method of assessment

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

Portfolio (approx. 3 items with a duration of 3 minutes each, audio/video format): e.g. record of research activities, commentary, text analyses of different types of media

Assessment offered: In the semester in which the course is offered

Language of assessment: German and/or English

Creditable for bonus

Allocation of places

--

Additional information

--

Referred to in LPO I

(examination regulations for teaching-degree programmes)

--

Module appears in

Master’s degree (1 major) Management (2018)
Master’s degree (1 major) International Economic Policy (2018)
Master’s degree (1 major) China Business and Economics (2019)
Master’s degree (1 major) China Language and Economy (2019)
Master’s degree (1 major) Media Communication (2019)
Master’s degree (1 major) China Business and Economics (2021)
Master’s degree (1 major) China Language and Economy (2021)
Master’s degree (1 major) Economathematics (2021)