



Module 1 / Semester 1:	
Title of the course	KO Introduction to Core Competences I
Coordinator of the course:	Corinna Peil
Content/Description	<p>This course will supply students with essential skills to both apply and expand the theoretical knowledge acquired. Students will use the literature discussed in class to elaborate concepts and solutions for practical issues related to the five core competencies of the DCLead master program: digital technologies and their developments, policy and innovation, digital communication and culture(s) in Europe, and ethics and social responsibility. The course emphasizes practical application in real-world-settings, through the use of case analyses, simulation exercises and key publications. Mostly working in small groups, students will practice their ability to analyse and critically assess challenges in the dynamic field of digital communication and to develop practical solutions and recommendations for dealing with current trajectories of change. Students are assigned to present the theoretical foundations of a specific topic they selected as their main focus (e.g. transmedia storytelling, locative media, mediatization of everyday life etc.) and to develop and guide an exercise to be performed by their fellow students. The grade that students will receive for this course will be based on this task as well as on an oral exam at the end of the semester about the contents of the course.</p>
Workload: ECTS	<p>4 ECTS Credits</p> <p>Total student working hours: 100 hours</p> <p>Attendance: 28 hours</p> <p>Mandatory Reading: 22 hours</p> <p>Preparation of presentation and exercise (group work): 10 hours</p> <p>Exam preparation: 40 hours</p>
Objectives	<p>Subject-specific competences: Understanding fundamental literature in the fields of communication, digital culture and media studies</p> <p>Transversal competencies: Applying the theoretical knowledge to novel areas or practical challenges; organizing and guiding a group exercise; working in a team; discussing theoretical insights and findings in the oral exam</p>
Guest Lecturers (if applicable)	<p>Birgit Breninger (University of Salzburg), Simone De Colle (IESEG School of Management, Paris), Philip Sinner (University of Salzburg)</p>
Selected References	
<p>Arceneaux, Noah (2012): CB Radio. Mobile Social Networking in the 1970s. In: Arceneaux, Noah/Kavoori, Anandam (eds.): The Mobile Media Reader. New York: Peter Lang, 55–68.</p> <p>De Souza e Silva, Adriana (2013): Location-aware mobile technologies. Historical, Social and Spatial Approaches. In: Mobile Media & Communication 1 (1), pp. 116–121.</p> <p>EU Kids Online (2016): Findings, Methods, Recommendations. Interactive Report. https://lisedesignunit.com/EUKidsOnline/index.html?r=64 (2016/10/07).</p> <p>Hepp, Andreas (2012): Mediatization and the ‘molding force’ of the media. In: Communications 37 (1), pp. 1–28.</p> <p>Krotz, Friedrich (2014): From a Social Worlds Perspective to the Analysis of Mediatized Worlds. In: Kramp, Leif/</p>	

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- Jenkins, Henry (2004): *The Cultural Logic of Media Convergence*. In: *International Journal of Cultural Studies* 7 (1), pp. 33–43.
- Ling, Rich (2014): *Theorizing Mobile Communication in the Intimate Sphere*. In: Goggin, Gerard/Hjorth, Larissa (ed.): *The Routledge Companion to Mobile Media*. New York: Routledge, pp. 32–41.
- Livingstone, Sonia/Mascheroni, Giovanna/Staksrud, Elisabeth (2015): *Developing a framework for researching children’s online risks and opportunities in Europe*. EU Kids Online Report. London, UK.
<http://eprints.lse.ac.uk/64470/> (2016/10/07).
- Mikos, Lothar (forthcoming): *Transmedia Storytelling and Mega-Narration*. *Audiovisual Production in Converged Media Environments*. In: Sparviero, Sergio/Peil, Corinna/Gabriele, Balbi (eds.): *Media Convergence and Deconvergence*. Basingstoke: Palgrave Macmillan.
- Peil, Corinna/Röser, Jutta (2012): *Using the Domestication Approach for the Analysis of Diffusion and Participation Processes of New Media*. In: Helena Bilandzic/Patriarche, Geoffroy/Traudt, Paul (ed.): *The Social Use of Media. Cultural and Social Scientific Perspectives on Audience Research*. Bristol, Wilmington: Intellect (ECREA Book Series), pp. 221–240.
- Silverstone, Roger/Hirsch, Eric/Morley, David (1992): *Information and communication technologies and the moral economy of the household*. In: Roger Silverstone/Hirsch, Eric (ed.): *Consuming Technologies. Media and Information in Domestic Spaces*. London: Routledge, pp. 13–28.
- Wilken, Rowan (2015): *Mobile media and ecologies of location*. In: *Communication Research and Practice* 1 (1), pp. 42–57.

Important note

This syllabus describes the course as it was delivered in **Winter Semester 2016**. Readers should note that courses of the DCLead programme are changed and adapted every year, also taking into consideration the feedback of the participants. This syllabus is for informational purposes only. The administration of the DCLead programme does not guarantee that the entirety of the information contained in this document clearly applies to any course that is delivered during another semester, also with the same title.