

Contemporary German Media and Society • 01:470:299:01

# *Deutsche Medien: gestern, heute, morgen*

Spring 2013



**Course Index:** 40270

**Credits:** 1.5

**Meeting Times:** Monday 7:40 p.m. – 9:00 p.m. (Period 8)

**Meeting Place:** Hardenbergh Hall, Room B5

**Prerequisites:** 01:470:102 or Placement Test

**Instructor:** Alexander E. Pichugin

**Office Address:** Department of Germanic, Russian and East European Languages and Literatures  
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**Office Hours:** Monday 4:15–7:30 & by appointment  
Scarlet Latte Café on the lower level of Archibald S. Alexander Library

## Course Description

The main goal of this course is to increase the students' cultural awareness through the study of the various media and their role in contemporary German society, while furthering the students' German language skills through consistent speaking, listening, reading, and writing. In this course, we will explore the traditional (book and press), the new (film, radio and television) and the newest media (internet and mobile networking) and the role they play in different realms of contemporary German society in connection to some topics crucial to understanding the modern German-speaking world, including social structure, politics, culture, and everyday life. We will pay special attention to cultural comparisons between Germany and the United States.

In completing the homework assignments, the students will actively engage in watching videos, listening to audio clips, reading texts and participating in asynchronous online discussion. The class sessions will be discussion-based and include prepared, semi-prepared, and spontaneous discussions, which will provide the students with ample opportunity to advance their listening and speaking skills and further develop communication strategies.

All course materials and discussions are in German. The course may be repeated. Three credits from this course may be counted toward the major and minor.







## Learning Outcomes for the Course

By the end of the course students will be able to better orient themselves in the German media landscape and engage in meaningful conversation about some aspects of the contemporary German-speaking world.

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## Assessment

### Grade Composition

Aspect	Percentage
 Quality of Discussion Participation (see rubrics below)	20%
 Homework Assignments (Comments, Summaries, Reactions)	20%
 Quizzes (6)	15%
 Online Discussions (6)	15%
 Group Presentation	15%
 Final Examination	15%

### Grade Distribution

Grade	Points (%)
A	90–100
B+	85–89
B	80–84
C+	75–79
C	70–74
D	65–69
F	64 and below

### Class Participation Rubrics

	Attentiveness	Contribution	Use of German
Expectations are exceeded (90–100%)	The student always pays attention.	The student is always eager to contribute to class discussion, exercises, and group work. The student often asks questions. The student always volunteers answers.	The student speaks only German during class.
Expectations are met (80–89%)	The student pays attention most of the time.	The student is usually eager to contribute to class discussion, exercises, and group work. The student occasionally asks questions and volunteers answers most of the time.	The student speaks German almost always during class.
Expectations are barely met (70–79%)	The student sometimes pays attention.	The student occasionally contributes to class discussion, exercises, and group work. The student occasionally asks questions and sometimes volunteers answers.	The student speaks German most of the time during class, but sometimes still switches to English.
Expectations are not met (65–69%)	The student rarely pays attention.	The student almost never contributes to class discussion, exercises, and group work. The student almost never asks questions or volunteers answers.	The student speaks German only some of the time during class, and often switches to English.

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## Study Materials

Sakai is the general website for our course. You can find it under <http://sakai.rutgers.edu>. You should be enrolled and have access automatically if you are a registered Rutgers student and have signed up for the course. If you do not have access to Sakai, please contact the instructor.

All study materials are placed on the Sakai Course Website. To insure maximum compatibility, all text materials are in \*.pdf format, all audio materials are in \*.mp3 format, and all video materials are in \*.mp4 format requiring standard codecs. It is expected that the students print out the text materials and bring them in class.

The study materials are placed here: [Sakai](#) → [Resources](#) → [Folder with the Session Number and Date](#)

## Course Requirements and Assignments

### Attendance & Class participation • 20%

Students must attend every session (see departmental Attendance Policy on p. 5). Active participation in class discussions and exercises is a crucial part of the student's preparation towards the achievement of the learning goals of the course. All class discussions will be based on the current topics covered.

The course is culture-oriented and discussion-based. Although reviewing grammar lies outside of its scope, it is expected that the students produce understandable speech at the intermediate (post-102) level in order to productively participate in class discussions. Students are encouraged to improve their speech accuracy by taking appropriate level courses offered by the Department.

### Homework • 20%

It is expected that students do the homework, as it serves as preparation for class discussions. Completing homework assignments will help the students work with the course material in a systematic fashion, be prepared for each session, as well as express their personal views and opinions on the topics covered. All homework listed in the syllabus must be completed before the class of the date indicated. While preparing homework students will work with different sources. Typically, a week's assignment includes work with one short video, two audio files and two texts. The homework includes completing assignments on the Assignment Sheet. The Assignment Sheets placed on Sakai in *Assignments 2* Section.

### Quizzes • 15%

There will be six 10-minute pen-and-paper tests with questions addressing the completed topic. The quizzes will be administered in the beginning of the class session.

### Online Discussions • 15%

In order to practice asynchronous communication skills and facilitate the class discussion, students will participate in online discussions. As a minimum requirement, students are expected to:

- answer to the initial question by Thursday of the first week of the discussion and
- reply to at least four postings by his/her fellow students by the end of the discussion.

The discussions start on Monday every other week and are closed on Sunday of the following week. After the discussion is closed, posting messages is no longer possible.

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To participate in the online discussion:

1. Open the Sakai Course Website
2. In the left pane click [Forums](#)
3. Click [Discussion ##](#)
4. Click [View Full Description](#) and read the discussion question posted by the instructor
5. To reply to the initial question, click [Start a New Conversation](#). You will have to do so before noon on the second day of the discussion to allow your fellow students enough time to read your post and reply.

To reply to your fellow students' comments, click on the corresponding comment, click [Reply](#), change the title, if necessary, write your comment, and click [Post](#). You are required to reply to at least two postings. However, more replies are strongly encouraged.

### **Group Presentations** • 15%

Students will work in small groups (2 or 3 students) in order to make a presentation (*Gruppenreferat*) on one of the topics covered in class. While the general topic is given, students will choose their own particular subject and create their own content. The sign-up list with topics and dates will be circulated in class. It is expected that students meet outside of class to prepare the presentation. The presentation consists of a 15-minute talk followed by a 15-minute question-and-answer session. The use of multimedia is required. It is important that the presenters speak and not read; therefore students should take time to practice their presenting skills. On the day of the presentation the group of presenters submits the outline of the presentation (e.g., the PowerPoint file) as an e-mail attachment with the subject line *299 – Gruppenreferat [#]*. By the session following that presentation all other students submit a critical comment on the presentation they heard, providing its summary and sharing their own thoughts on the topic. This assignment will be graded as part of homework assignment for that week.

### **Final Examination** • 15%

The final examination will take place on Monday, May 13, from 8:00 to 11 pm, in Hardenbergh Hall, Room B5.

### **Progress Reports**

On the dates indicated in the Syllabus, students will write a short progress report, where they reflect upon the course and their individual progress. In the reports students will describe what they have learned, what more they would like to learn, what aspects of the course they like and dislike and why. These reports will help the instructor better coordinate the students' expectations and progress with the learning goals of the course. The reports can be in German or in English; they will not be graded. Please send the report as an e-mail attachment with the Subject Line "*299 – Fortschrittsbericht [#]*." Please name the electronic document "*299 – Fortschrittsbericht [#] – Your\_First\_Name*," e.g. "*299 – Fortschrittsbericht 1 – John*."

### **Mandatory Office Hours**

Students will be required to attend two mandatory office hours (you are always welcome during regular office hours). This will give students an opportunity to work with the instructor on individual language and skill needs and discuss individual questions and concerns. The sign-up for the first round of mandatory office hours will be circulated on the first day of class.

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## Department and School Policies

### Academic Integrity

Violation of academic integrity is an extremely serious matter; it can lead to a student's failing the course and being referred to the University's Office of Student Conduct for disciplinary action. When referring to ideas other than your own, always acknowledge your sources clearly and completely, whether you are quoting or paraphrasing. Note also that use of online translation services is not permitted as a tool for generating work that you submit for course credit. Please see the University's policies on academic integrity at <http://academicintegrity.rutgers.edu> and discuss with the instructor any questions you may have about this and related issues.

### Attendance

Students must attend regularly and arrive prepared; if you expect to miss one or two classes, please use the University Self-Reporting Absence website (<https://sims.rutgers.edu/ssra>) to indicate the date and the reason for your absence. An email is automatically sent to the instructor. Those who miss more than two class sessions without a compelling excuse should expect a one-step reduction in the course grade for each two days missed (i.e., an A becomes a B+, a B+ becomes a B, etc.). Every additional two absences may entail a further one-step grade-reduction. Three late arrivals count as one absence.

**Note:** It is the responsibility of the student who has been absent (for any reason) to find out what he/she has missed and obtain materials that may have been handed out.

### Cell Phones

Cell phones and all other technological devices (beepers, iPods, audio players, etc.) must be turned off during class out of respect for fellow students and the instructor.

### Disability Support Services

Students who may be requesting accommodations due to disabilities are encouraged to familiarize themselves with procedures and policies regarding disability support services at the following website: <http://disabilityservices.rutgers.edu>. It is recommended that students seeking accommodations begin filing paperwork as soon as possible as the documentation review process may take up to 30 business days. Students are encouraged to speak with the instructor about these issues at the beginning of the term. All such conversations will be kept strictly confidential.

### Additional Assistance

Students are encouraged to come to their instructor's office hours with any questions and problems pertaining to class. Any student who needs additional help should contact the Learning Resource Center or the Department's tutors as soon as possible. Additional practice is available at the conversation tables offered each semester at the Language Institute. Informal conversation sessions are also held weekly in the Rutgers Student Center. Check the Department website for further details: [www.german.rutgers.edu](http://www.german.rutgers.edu).














































**The instructor reserves the right to make changes to the Syllabus.**




The latest version of this Syllabus is available on [Sakai](#) → [Syllabus](#).

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## Semesterplan

 Klassendiskussion • 
  Kommentar • 
  Video • 
  Audio • 
  Text • 
  Online-Diskussion • 
  Quiz • 
  Gruppenreferat • 
  Klausur • 
  Fortschrittsbericht

Nr.	Datum	Thema	Hausaufgaben • Lernstoff	Klassenarbeit
1	Mo 28.01	Einführung: Medien und Gesellschaft		<ul style="list-style-type: none"> <li>• Einführung</li> <li>• Kennenlernen</li> <li>• Semesterplan</li> <li> Diskussionen und Sprechübungen zum Thema „Medien und Gesellschaft“</li> </ul>
2	Mo 04.02	 Buch	<ul style="list-style-type: none"> <li><input type="checkbox"/> <i>Johannes Gutenberg und der Buchdruck</i></li> <li> <i>Zwischen Buchdeckeln</i></li> <li> <i>Die Mutter aller Buchmessen</i></li> <li> <i>Mann des Jahrtausends</i></li> <li> <i>Mit Büchern leben</i></li> <li> Online-Diskussion 1 beginnt am 28.01</li> </ul>	<ul style="list-style-type: none"> <li> Diskussionen und Sprechübungen zum Thema „Buch“</li> </ul>
3	Mo 11.02		<ul style="list-style-type: none"> <li><input type="checkbox"/> <i>Digitale Konkurrenz für das gedruckte Buch</i></li> <li> <i>Lesen im digitalen Zeitalter</i></li> <li> <i>Kinderbücher ohne Rassismus</i></li> <li> <i>Streit um das Ausleihen von E-Books</i></li> <li> <i>Was lesen die Deutschen?</i></li> <li> Online-Diskussion 1 endet am 17.02</li> </ul>	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Quizz 1</li> <li> Diskussionen und Sprechübungen zum Thema „Buch“</li> </ul>
4	Mo 18.02	 Presse	<ul style="list-style-type: none"> <li><input type="checkbox"/> <i>Deutsche Presse gestern und heute</i></li> <li> <i>Deutsche Zeitungen und Zeitschriften</i></li> <li> <i>Ist die Zeitung am Ende?</i></li> <li> <i>Deutsche Tageszeitungen</i></li> <li> <i>Deutsche Wochenpublikationen</i></li> <li> Online-Diskussion 2 beginnt am 18.02</li> <li> Fortschrittsbericht 1</li> </ul>	<ul style="list-style-type: none"> <li> Gruppenreferat 1</li> <li> Diskussionen und Sprechübungen zum Thema „Presse“</li> </ul>
5	Mo 25.02		<ul style="list-style-type: none"> <li><input type="checkbox"/> <i>Die BILD-Zeitung wird 60</i></li> <li> <i>Angriff auf die Pressefreiheit</i></li> <li> <i>Die Presse ist frei</i></li> <li> <i>Entwicklung der Pressefreiheit in Deutschland</i></li> <li> <i>Skandale und Presse</i></li> <li> Analytischer Kommentar zum Gruppereferat 1</li> <li> Online-Diskussion 2 endet am 03.03</li> </ul>	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Quizz 2</li> <li> Diskussionen und Sprechübungen zum Thema „Presse“</li> </ul>
6	Mo 04.03	 Film	<ul style="list-style-type: none"> <li><input type="checkbox"/> <i>Im Filmmuseum</i></li> <li> <i>Geschichte des Films</i></li> <li> <i>Wie der Film gemacht wird</i></li> <li> <i>Wie ein Spielfilm gedreht wird</i></li> <li> <i>Filmtricks – von Metropolis bis Matrix</i></li> <li> Online-Diskussion 3 beginnt am 04.03</li> </ul>	<ul style="list-style-type: none"> <li> Gruppenreferat 2</li> <li> Diskussionen und Sprechübungen zum Thema „Film“</li> </ul>
7	Mo 11.03		<ul style="list-style-type: none"> <li><input type="checkbox"/> <i>Kino oder Heimkino?</i></li> <li> <i>In Deutschlands Kinos lacht man wieder öfter</i></li> <li> <i>IMAX</i></li> <li> <i>Mann-Verfilmungen</i></li> <li> <i>Empfehlen, nicht zensieren: die FSK</i></li> <li> Online-Diskussion 3 endet am 24.03</li> <li> Analytischer Kommentar zum Gruppereferat 2</li> </ul>	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Quizz 3</li> <li> Diskussionen und Sprechübungen zum Thema „Film“</li> </ul>

8	Mo 25.03	 Radio	<input type="checkbox"/> Das Radio <input type="checkbox"/> Deutsche Radiosender <input type="checkbox"/> [...] <input type="checkbox"/> Hörfunk und Fernsehen <input type="checkbox"/> [...] <input type="checkbox"/> Online-Diskussion 4 beginnt am 25.03 <input type="checkbox"/> Fortschrittsbericht 2	<input type="checkbox"/> Gruppenreferat 3 <input type="checkbox"/> Diskussionen und Sprechübungen zum Thema „Radio“
9	Mo 01.04	Radio	<input type="checkbox"/> Umstellung der Rundfunkgebühren <input type="checkbox"/> Was bedeutet „Haushaltsgebühr“ <input type="checkbox"/> „Fernsehrebellen“ gegen Haushaltsabgabe <input type="checkbox"/> Die Haushaltsabgabe – ein medienpolitischer Meilenstein <input type="checkbox"/> Neue Haushaltsabgabe: Die wichtigsten Fragen und Antworten <input type="checkbox"/> Online-Diskussion 4 endet am 07.04 <input type="checkbox"/> Analytischer Kommentar zum Gruppereferat 3	<input checked="" type="checkbox"/> Quizz 4 <input type="checkbox"/> Diskussionen und Sprechübungen zum Thema „Radio“
10	Mo 08.04	 Fernsehen	<input type="checkbox"/> Das Fernsehen <input type="checkbox"/> Geschichte des Fernsehens <input type="checkbox"/> Deutsche Fernsehsender <input type="checkbox"/> Fernsehgeschichte in Deutschland <input type="checkbox"/> TV der Zukunft: Schon mal mit Ihrem TV gesprochen? <input type="checkbox"/> Online-Diskussion 5 beginnt am 08.04	<input type="checkbox"/> Gruppenreferat 4 <input type="checkbox"/> Diskussionen und Sprechübungen zum Thema „Fernsehen“
11	Mi 15.04	Fernsehen	<input type="checkbox"/> [...] <input type="checkbox"/> [...] <input type="checkbox"/> [...] <input type="checkbox"/> Big Brother lebenslang: Reality-Formate auf dem Vormarsch <input type="checkbox"/> Alles nur noch Unterhaltung? – Politische Talkshows im deutschen Fernsehen <input type="checkbox"/> Online-Diskussion 5 endet am 21.04 <input type="checkbox"/> Analytischer Kommentar zum Gruppereferat 4	<input checked="" type="checkbox"/> Quizz 5 <input type="checkbox"/> Diskussionen und Sprechübungen zum Thema „Fernsehen“
12	Mo 22.04	 Neueste Medien	<input type="checkbox"/> [...] <input type="checkbox"/> Das Internet der Zukunft <input type="checkbox"/> Internet - die neue Droge <input type="checkbox"/> [...] <input type="checkbox"/> [...] <input type="checkbox"/> Online-Diskussion 6 beginnt am 22.04 <input type="checkbox"/> Fortschrittsbericht 3	<input type="checkbox"/> Gruppenreferat 5 <input type="checkbox"/> Diskussionen und Sprechübungen zum Thema „Neueste Medien“
13	Mo 29.04	Neueste Medien	<input type="checkbox"/> [...] <input type="checkbox"/> [...] <input type="checkbox"/> Das Geschäft mit dem Handy <input type="checkbox"/> Die bunte Welt von Multimedia <input type="checkbox"/> [...] <input type="checkbox"/> Online-Diskussion 6 endet am 05.05 <input type="checkbox"/> Analytischer Kommentar zum Gruppereferat 5	<input checked="" type="checkbox"/> Quizz 6 <input type="checkbox"/> Diskussionen und Sprechübungen zum Thema „Neueste Medien“
14	Mo 06.05	Zusammenfassung	<input type="checkbox"/> Wirkungsweise der Medien und Probleme der Mediennutzung <input type="checkbox"/> [...] <input type="checkbox"/> [...] <input type="checkbox"/> Kritik an den Medien <input type="checkbox"/> [...]	<input type="checkbox"/> Gruppenreferat 6 <input type="checkbox"/> Abschließende Diskussionen und Sprechübungen
15	Mo 13.05 20.00–23.00		<input type="checkbox"/> Analytischer Kommentar zum Gruppereferat 5 <ul style="list-style-type: none"> <li>Wiederholung</li> </ul>	<input checked="" type="checkbox"/> Klausur