

Department of Business Administration

International Journalism (6 ECTS, MA*, module-no. 3654)

Workload 150 hours, 48 contact hours, 102 h self-study

Lecturer: Prof. Dr. Sonja Kretzschmar

Time: TBD

Recommended prerequisites:

Basics in journalism practice and theory.

Content:

This course deepens the knowledge of journalism. The history of international journalism, new challenges due to the globalization of communication and foreign correspondents are in the focus of the course. American journalism, as an international pace-maker is covered as well as journalism in Europe or non-European countries (e.g. Asia, Arabic countries, Africa or Latin America.) Students choose a topic and present their findings during the course, including literature review and practical examples (best practice etc.) Case studies of different countries or research questions on an international level can be worked on as a preparation of a master thesis.

Learning objectives:

The students know the differences of journalism in different countries and understand the situation of foreign correspondents on a global level. Norms of different journalism cultures can be understood and questioned critically, which allows the students to reflect and evaluate international journalism, but also German journalism on an international level. The students acquire skills to use in a leading position in an international media environment.

Proof of performance:

Portfolio

Bibliography:

Current International Journals

Current literature and books

Prof. Dr. Sonja Kretzschmar: List of publications:

Bartsch, Anne; Waßink, Verena; Kretzschmar, Sonja. *Narrative Persuasion in Risk Communication . : How Audiovisual Narratives about Natural Hazards Can Stimulate Home Owners' Information Seeking and Protection Motivation.* 2017.

Eyrich, Julia G.; Kretzschmar, Sonja; Waßink, Verena. Seeking "the truth"?. : The chances of new journalistic formats. 2017.

Waßink, Verena; Kretzschmar, Sonja. *Storytelling of the future? Multimedia stories and their usage.* 2016.

Waßink, Verena; Kretzschmar, Sonja. *Only tears and storms?. : Emotions in audio-visual risk communication.* 2016.

Menke, Manuel; Kinnebrock, Susanne; Kretzschmar, Sonja; Aichberger, Ingrid; Broersma, Marcel; Hummel, Roman; Kirchhoff, Susanne; Prandner, Dimitri; Ribeiro, Nelson; Salaverría, Ramón. Convergence Culture in European Newsrooms . : Comparing editorial strategies for cross-media news production in six countries. *Journalism Studies.* Vol. 2016. 2016. S. 1-24.

*For advanced Bachelor exchange students it is possible to participate in the course at Master level, as the level will be adapted for them