

24. April 2021

Kurs: e-med
Thema: Englisch "Media Industry Trends"

Inhalte:

Some topics in the modern economy are hard to imagine without an English-language context: Therefore the world of **Netflix**, **Spotify** and **Kindle** e-readers should best be explored – in English.

This course primarily aims at students from media classes at our college (AM and MDP). After practising how to communicate in writing and in speaking in a business environment in the regular English lessons (two semesters) this course may be considered as if it was an optional third semester in English. We will look at current developments in different media: film, television, music, newspapers, magazines, books.

We will contrast traditional and computer generated visual effects in **film** making. We will discuss which effects the shift from linear **television** towards video-on-demand content and platforms such as Netflix or Amazon Prime may have. Streaming services have also become influential players in the **music** industry, and by doing so they have changed the way how fans consume music and how artists and labels make money from music.

All this does not mean that physical media are going to disappear any time soon: Sales of CDs and physical **books** are still high – how is that possible in the modern age? On the other hand, printed **newspapers** and **magazines** have lost a large chunk of their physical circulation. So how will trusted publishers be able to generate money with credible news?

Further possible topics in this course might be **social media marketing**, phenomena like filter bubbles or how **job applications** have changed in the digital age – as it might occur to you to apply for a job in the English speaking world, or in that English speaking company just down the street from where you live in Berlin.

Your contribution to this course would consist of one written test paper, one presentation and some hopefully active participation during the lessons.

Contact details: Should you have any more questions, please contact Mr Sudmann, who you will usually find in staff room 1.0.19 (Altbau), or mail to sudmann@leopold-ullstein-schule.de.

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