



Information for Chinese students

The MCM program consists of a package of courses exclusively available for MCM participants.

As a participant of the MCM program compulsory attendance of the following courses and excursions is expected from you.

University of Salzburg, September 24th – January 31st		
Type	Title	Lecturer
WelcomeWeek	September 24th - September 28th	International Office, University of Salzburg
Master Lecture (VO)	Economics and Structure of Media and Journalism	Sergio Sparviero
Master Course (UE)	Socio-Cultural and Socio-Technical Dimensions of Media and Communication	Robert Bichler, Thomas Herdin, Ursula Maier-Rabler
Master Course (UE)	Analyzing Practices on local and international Level	Stefan Huber
Master Course (UE)	Media Management under the Condition of Press Freedom	Wolfgang Vyslozil
Lecture (VO)	International Joint Lecture: Politics, History and Culture in Austria and Central Europe	Sylvia Hahn
Excursion (EX)	Excursion to Vienna	Wolfgang Vyslozil
Excursion (EX)	Excursion to Munich	Stefan Huber
Excursion (EX)	Excursion to Brussels	Stefan Huber

A Master Lecture (VO) is a course that focuses on the transfer of expert knowledge. The lecturer's presentation forms the main content of the course.

A Master Course (UE) is a course that focuses on the acquisition of research skills. In comparison to a Lecture a Practical is interactive. In addition to the lecturer's presentation the participants' contributions form the main content of the course. Active participation and collaboration is expected from the participants.



In Master Course 'Socio-Cultural and Socio-Technical Dimensions of Media and Communication' Chinese and Austrian MCM participants collaborate on topics related to societal, cultural and technological phenomena of media and communication and related differences between Austria/Europe and China.

The Master Course 'Analyzing Practices on local and international Level' focuses on collaborative work of Chinese and Austrian participants on practical issues in the field of media and communication. In addition excursions to Austrian media institutions will be arranged to gain insight into organizational structures and working practices in this field.

Master Course 'Media Management under the Condition of Press Freedom' is a course exclusively aimed at Chinese MCM participants that may be joined by Austrian MCM-participants.

The lecture 'Economics and Structure of Media and Journalism' offers basic knowledge about economic, political and legal conditions of media and journalism.

In addition to the core MCM courses you attend the international Joint Lecture 'Politics, History and Culture in Austria and Central Europe'. This lecture is especially taught for international students from the University of Salzburg.