



Course and Examination Fact Sheet: Autumn Semester 2023

7,699 | 8,699: Medien/Media: Werkstatt/Workshop

ECTS credits: 6

Overview examination/s

(binding regulations see below)

decentral - Portfolio, --, -- (100%)

Examination time: Term time

Attached courses

Timetable -- Language -- Lecturer

[7,699,1.00 Medien/Media: Werkstatt/Workshop](#) -- English -- [Barassi Veronica](#)

Course information

Course prerequisites

The prerequisite for participation in the "Workshop" is the successful completion of one course from the same area of concentration in which the Workshop is attended (e.g. exceptions can be made provided that the student shows prior knowledge of media studies theories or social scientific approaches in the understanding of media, please contact course convenor). Bidding is closed after the third round and there are no waiting rounds.

Learning objectives

General learning objectives:

- Students independently develop a research question with the aim to critical-reflexively consider and engage with a chosen topic drawing on methods, theories, analytical concepts from the selected area of concentration;
- Students develop capabilities for providing and receiving constructive feedback as part of content-related and conceptual discussions with other students in the "workshop".
- Students acquire valuable transferable skills for the preparation and execution of your Bachelor's or Master's thesis.

Learning objectives for the "**Media**" area of concentration:

The students will

- be able to analyse a media form or process and to reflect on their impact on society, politics and culture;
- be familiar with some of the different theoretical paradigms in media studies that have informed media research.
- have a critical understanding of how we can study media technologies, practices and texts, appreciate the value of different methodologies (interviews, focus groups, surveys, textual analysis, ethnography, and digital methods).
- be aware of the basic requirements of a good research design and individual project.

Course content

The Workshop will provide you with an innovative learning experience that links contextual studies with your core subject. You will develop an interdisciplinary research question on the basis of the courses relevant to the workshop and refine the question together with faculty and fellow students. You will work through your research question in your essay, from which you will also derive important experience for your Master's thesis. In addition, the successful completion of the course will be reported in the diploma supplement.

The Media Concentration Workshop aims to provide students with a general understanding of research approaches and methods that they can use for the development of their personal projects on media. During our in-class meetings students will develop a basic knowledge of key research skills and approaches in the study of different media processes and form (from media and



marketing in society, to digital and social media), and will gain a critical understanding of project design (specifically discussing different research methods and skills) as well as on the importance of inter-disciplinary approaches.

The Workshop emphasizes reflection on what you have learnt to date and discussion of major topics from the courses which you want to treat in more detail. You will reflect on your learning process, receive regular feedback from faculty and fellow students and write up your insights in the concluding Workshop essay.

Course structure and indications of the learning and teaching design

Undergraduates and Master students will attend the "Workshop" alongside one another. The Workshop is a blended learning course in which in-class attendance alternates with e-learning. Compulsory meetings include a kick-off, a mid-term meeting and a concluding meeting. The current dates in the online schedule will apply. Further meetings with the whole group or in small groups by arrangement.

It is the students' own responsibility to ensure that there is **no timetable clash** between the courses they have chosen. A detailed course outline and all relevant documents will be made available on **StudyNet**.

Course literature

Will be announced in the course itself.

Additional course information

Prof. Dr. Veronica Barassi is Full Professor in Media and Communication Studies (Ordinaria) in the School of Humanities and Social Sciences at the University of St. Gallen, as well as the Chair of Media and Culture in the Institute of Media and Communications Management.

Examination information

Examination sub part/s

1. Examination sub part (1/1)

Examination modalities

Examination type	Portfolio
Responsible for organisation	decentral
Examination form	Mixed form
Examination mode	--
Time of examination	Term time
Examination execution	--
Examination location	--
Grading type	--
Weighting	100%
Duration	--

Examination languages

Question language: English
Answer language: English

Remark

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Examination-aid rule

no regulation necessary

- For written examinations at home (term paper), courses without credits, etc., no specific rules for examination aids are



required.

- The regulations of the University of St. Gallen and the rules of academic work (sources and aids must always be identified) are applicable in a subsidiary fashion.
- All written work must be accompanied by a declaration of authorship.

Supplementary aids

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Examination content

Portfolio (100%)

1. Oral or practical examination part (50%)
2. Peer feedback (not graded)
3. Written essay (50%): 30.000-35.000 characters including blanks. Assessment criteria: integration performance and questions, argumentation and reflection, learning objectives of the area of concentration, literature and treatment of sources, language and style.

Examination relevant literature

Will be announced in the course itself.

Please note

Please note that only this fact sheet and the examination schedule published at the time of bidding are binding and takes precedence over other information, such as information on StudyNet (Canvas), on lecturers' websites and information in lectures etc.

Any references and links to third-party content within the fact sheet are only of a supplementary, informative nature and lie outside the area of responsibility of the University of St.Gallen.

Documents and materials are only relevant for central examinations if they are available by the end of the lecture period (CW51) at the latest. In the case of centrally organised mid-term examinations, the documents and materials up to CW 42 are relevant for testing.

Binding nature of the fact sheets:

- Course information as well as examination date (organised centrally/decentrally) and form of examination: from bidding start in CW 34 (Thursday, 24 August 2023);
- Examination information (supplementary aids, examination contents, examination literature) for decentralised examinations: in CW 42 (Monday, 16 October 2023);
- Examination information (supplementary aids, examination contents, examination literature) for centrally organised mid-term examinations: in CW 45 (Monday, 06 November 2023);
- Examination information (regulations on aids, examination contents, examination literature) for centrally organised examinations: two weeks before the end of the de-registration period in CW 45 (Monday, 06 November 2023).