

**MASTER DEGREE COURSE
STUDY OF THE BOOK**

**FRIEDRICH-ALEXANDER-UNIVERSITÄT
ERLANGEN-NÜRNBERG**

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No.	Semester	Kind of performance*	performance	hours per week	accomplishment*	module grade*	ECTS
Module 1: Book media theory							
1.1	1	L	overview	2			4
1.2	1	S	focused subject	1	P	TP	6
							10
Module 2a (compulsory with 2b): Research on the usage of books							
2a.1	2	L	overview	1		OE	4
2a.2	2	S	focused subject	2	P	OE	6
							10
Module 2b (compulsory with 2a): Library history							
2b.1	2	L	overview	1		OE	4
2b.2	2	S	focused subject	2	P	OE	6
							10
Module 3: Book media aesthetics and book design							
3.1	2	L	overview	2		E	4
3.2	2	S	focused subject	1	P	E	6
							10
Module 4a (alternatively 4b): Analysis of the book market (national perspective)							
4a.1	1	L	overview	2		E	4
4a.2	1	S	focused subject	1		P	6
							10
Module 4b (alternatively 4a): Analysis of international book markets							
4b.1	1	L	overview	2		E	4
4b.2	1	S	focused subject	1		P	6
							10
Module 5: Historical communication via the book							
5.1	3	L	overview	1		E	4
5.2	3	S	focused subject	2		P	6
							10
Module 6: E-Business and multimedia publishing							
6.1	1	S	focused subject	1		P+TP	5
6.2	2	S	focused subject	1		P+TP	5
							10
Module 7: Science management							
7.1	3	S	seminar of strategies	2	P	TP	6
7.2	3	K	colloquium practice	1	P	TP	4
							10
Module 8a (imported module, obligation to vote with 8b): Media ethics							
8a.1	1	S	Introductory seminar	2		OE	5
8a.2	2	S	Fields of activity and reflexion	2		OE	5
							10
Module 8b (imported module, obligation to vote with 8a): Communication studies							
8b.1	1	V	Introduction to the media system	2		E	5
8b.2	2	S	Empirical communication studies	2	P	TP	5
							10
Module 9 (obligation): Empirical fields of research							
9.1	3	V	series of lectures "Alles Buch"	1		OE	5
9.2	3	S	monitoring the series of lectures	1	P	OE	5
							10
Master thesis							
	4	K	colloquium project work	2	P		5
	4		master thesis				25
							30
							120

* L = Lecture; S = Seminar; E = Exam; OE = Oral exam; P = Presentation; TP = Thesis paper

Module 1: Book media theory	
Courses	Principal lecture for an overview (2 semester hours per week, 4 ECTS) seminar about a special subject (1 semester hour per week, 6 ECTS)
Syllabus	The book and the communication via it will be analysed in the present media system (<i>comparative media and media change</i>). The theoretical access acts on the assumption of a complex model of the communication via the book in which production and allocation qualities of the book are connected with its functions and achievements. The <i>achievement</i> of the book arises from its media specific features and the book users' acceptance of them, its image and the prestige of the book in concrete utilizations. The functionality is pit against its qualities concerning problem solutions, which fulfil needs of different social groups and individuals through the specific communication proposal (<i>gratification profile</i>). The production and circulation (<i>channel of communication</i>) is carried out via specialized organisations of the producing and the distributing book trade (e.g. publishing house, book store and library) that professionalized and differentiated into complex systems. The communication via the book underlies public and social control instances (<i>institutionalisation</i>).
Aims and Objectives	In this module, the students achieve (media-) theoretical basis knowledge of the Study of the Book as well as appropriate media theories (system theory, socio-scientific and communication-scientific theories).
Pre-requisites	–
Stage	1 st semester
Part of degree program	compulsory module
Frequency	every winter semester
Workload	Time of attendance: 45 hours, self-study: 255 hours
Duration	1 semester
Language	German
Assessment	seminar: presentation and term paper (15–20 pages)
Resit of the exam	2 x
Module grade	The module grade consists of 25 % of the presentation grade and of 75 % of the term paper.

Module 2a (alternatively 2b): Research on the usage of books	
Courses	Principal lecture for an overview (1 semester hour per week, 4 ECTS) seminar about theory and methods (2 semester hours per week, 6 ECTS)
Syllabus	<p>In this module, theories and methods of the empirical social research will be transmitted, practised and independently adopted by the students within the context of book scientific problems. The main question at this point is to learn how to record, describe and analyse current forms and trends of the book and media with empirical methods.</p> <p>The current development trends of the book and media usage and the question about the importance of the medium book in the context of a media society are notably regarded. Aspects of reading, collecting, giving and buying books as well as connected connotations with the term book and the function, usage and impact of books in the presence will be studied.</p> <p>The terms book and reading will be examined and debated with a special regard to new media.</p> <p>One key role for every book and media usage within the media socialization is the reading socialization itself. The most important influences on the reading-socialisation-process will be analysed with a focus on the medium book and the activity of reading. In this module, reciprocal influences of the media on themselves as well as the accommodation of the readers and book users to digital book forms will be considered.</p>
Aims and Objectives	<p>The students gain an overview on basic methods of empirical social research and are thus able to use them independently in the context of book scientific problems. Furthermore the students will be able to plan, lead and carry out empirical research projects on book and media usage behaviour.</p> <p>The medium book, its ascribed meanings and the attached activities will be analysed and positioned within the media society. A differentiated handling with the terms media, book and reading will be developed so that it meets the complex current interplay of different media as well as reception and usage forms.</p>
Pre-requisites	Successful participation in module 1 is recommended.
Stage	2 nd semester
Part of degree program	Compulsory module
Frequency	every summer semester
Workload	time of attendance: 45 hours, self-study: 255 hours
Duration	1 semester
Language	German
Assessment	seminar: presentation, oral module final examination (final oral examination) (20 minutes)
Resit of the exam	2 x
Module grade	The module grade consists of 100 % of the final examination.

Module 2b (alternatively 2a): Library history	
Courses	Principal lecture for an overview (1 semester hour per week, 4 ECTS) seminar about a special subject (2 semester hours per week, 6 ECTS)
Syllabus	This module focuses with a historical perspective on libraries as places of reading mediation and book reception, order and accumulation of knowledge as well as information logistics. For this purpose, traditional and rather institutional historical approaches are to be linked with new methodical approaches upcoming from cultural studies and the historical reader interest research (History of the library as research in reading and reader interest research). The focus is on the question what different roles libraries have held within the medial texture of institutions of different ages – beginning with the medieval monastic library and ending with the information library of the 21 st century. The lecture conveys a general survey of the historical development of the usage of books inside and outside of libraries. The advanced seminar is based on an exemplary case study and introduces into perspectives and methods of historical library research – from the search of relevant sources to the self-employed analysis and interpretation.
Aims and Objectives	The students gain an overview of the historical development of different forms of book usage in the context of libraries. Expedient connections between the social, the medial and the library system of one historical epoch will become clear. The students can characterize traditional and modern methodical approaches to the historiography of libraries and use them to answer library-historical questions. Thus, the students obtain skills to work and participate in appropriate research projects of libraries and other scientific institutions and also to conceive and carry out such projects on their own.
Pre-requisites	Successful participation in module 1 is recommended.
Stage	2 nd semester
Part of degree program	compulsory module
Frequency	every summer semester
Workload	time of attendance: 45 hours, self-study: 255 hours
Duration	1 semester
Language	German
Assessment	seminar: presentation, oral module final examination (20 minutes)
Resit of the exam	2 x
Module grade	The module grade consists of 100 % of the oral final examination.

Module 3: Book media aesthetics and book design	
Courses	Principal lecture for an overview (2 semester hours per week, 4 ECTS) seminar about a special subject (1 semester hour per week, 6 ECTS)
Syllabus	<p>In this module, the main aspects are media aesthetics and book design. The starting point is that the book as a carrier of signs arranges its visual signs on the plain in a specific way.</p> <p>The change of the material of the different carriers plays an important role in this observation. Simultaneously, the book can be considered as a medium of communication which interacts through the presentation of its signs with the recipient. It is not merely the mediation of meaning that is important but also the semiotics that is independent from the language through the materiality of signs.</p> <p>The lecture conveys fundamental basics about semiotics and discusses historical perspectives of book design. The question whether there is an interrelation between book design and reception will be followed up. The advanced seminar focuses on further specific questions. The different multidisciplinary relations to subjects like art history will be established. Topics are (amongst others):</p> <ul style="list-style-type: none"> – typographic guidelines concentrating in the readers' needs – interrelation of text and image – book art as an ideal type of book design – book art as a contemporary phenomenon
Aims and Objectives	<p>The main target in this module is to pull together the materiality of the book with specific designs and also to understand their effects on the reader. Concerning theoretical aspects, the students learn to extend semiotic basics to book scientific problems. Multidisciplinary approaches of art history and Iconography provide some important additions.</p> <p>The students learn in a use-oriented way how book design can support or constrict the book as a medium of communication. Thus book design appears as an important barrier of the communication via the book.</p>
Pre-requisites	Having successfully participated in module 1 is recommended.
Stage	2 nd Semester
Part of degree program	compulsory module
Frequency	every summer semester
Workload	time of attendance: 45 hours, self-study: 255 hours
Duration	1 semester
Language	German
Assessment	seminar: presentation; written module final examination (90 minutes)
Resit of the exam	2 x
Module grade	The module grade consists of 100 % of the final exam.

Module 4a (alternatively 4b): Analysis of the book market (national perspective)	
Courses	Lecture for an overview (2 semester hours per week, 4 ECTS) Seminar about a special subject (1 semester hour per week, 6 ECTS)
Syllabus	<p>This module serves for the practical study of the book, for scientific market analyses and the analysis of competitive relations.</p> <p>The students will learn about relevant economical and sociological methods to analyse markets, strategies and companies. Furthermore the market structures and possible conflicts within the German book industry will be discussed. Different market situations and the relations between the market participants will be analysed.</p> <p>The students will first apply the learned analysis methods in consideration of the operative business and the selling, for example in the context of publishing and trade marketing. Secondly relevant strategic questions of book trade companies are also part of the course's content. Another focus will be the trends and challenges of the book market in the future. In this part, the book market as such as well as single competitors will be considered.</p> <p>The lecture provides a survey and conveys knowledge of the basics and different methods whereas the advanced seminar offers the chance to focus in detail on some case studies of the publishing sector, the intermediate book trade and the book stores.</p>
Aims and Objectives	<p>The educational objective is the transmission of basic book scientific knowledge concerning the structure of the book market when analysing current tendencies of the German book market.</p> <p>The competence of using economic and sociological approaches and methods are gained.</p>
Pre-requisites	–
Stage	1 st semester
Part of degree program	compulsory module
Frequency	every winter semester
Workload	time of attendance: 45 hours, self-study: 255 hours
Duration	1 semester
Language	German
Assessment	reading: written exam (45 minutes), seminar: presentation
Resit of the exam	2 x
Module grade	The module grade consists of 50 % of the exam and of the presentation each.

Module 4b (alternatively 4a): Analysis of international book markets	
Courses	Lecture for an overview (2 semester hours per week, 4 ECTS) seminar about a special subject (1 semester hour per week, 6 ECTS)
Syllabus	In this module the students will pay attention to the wide international economical relations in the book industry. Using particular economical and sociological methods, the market structures and conflicts of non-German book markets and international relations will be analysed. The basic structures and conditions of foreign book markets will be worked out, starting with the production and ending with the reception. The distinction between the German-speaking foreign countries and the book markets of other countries is necessary in this context. The advanced seminar focuses on certain aspects of international book market relations like: <ul style="list-style-type: none"> – royalty business – transborder transmission and marketing of literature – sponsorship of translations – dependencies of language areas – import and export of books
Aims and Objectives	The aim is to establish an economical and scientific basis for a possible occupation with a focus on international relations of the book industry or abroad. Furthermore the knowledge about international relations and foreign book markets are to be transmitted. The competences to use certain analysis methods with focus on current trends will be trained.
Pre-requisites	–
Stage	1 st Semester
Part of degree program	compulsory module
Frequency	every winter semester
Workload	time of attendance: 45 hours, self-study: 255 hours
Duration	1 semester
Language	German
Assessment	reading: written exam (45 minutes), seminar: presentation
Resit of the exam	2 x
Module grade	The module grade consists of 50 % of the exam and of the presentation each.

Module 5: Historical communication via the book	
Courses	Principal lecture for an overview (1 semester hour per week, 4 ECTS) seminar about a special subject (2 semester hours per week, 6 ECTS)
Syllabus	The theoretical frame of this module is based on module 1. It will be practised on historical interfaces by working out the functional cohesion of book production (history of techniques), design of books (typography), book trade (producing and distributing book trade) and usage of books in the system of communication via books in an exemplary way. The most important interfaces on a historical basis are: <ul style="list-style-type: none"> – conversion of handwriting to typography – change of the carrier media (scroll, code, digital forms and their carrier media) – differentiation, professionalisation and change of the book trade (around 1500, development of modern book trade forms in the 19th century, differentiation of the distributive channels around 2000) – functional changes through changed social needs and basic conditions (revolutions concerning reading around 1800 and 1900, media competition in the 20th and 21st centuries) – institutionalisation and modulation (inter-trade organisations, political, economical and judicial modulations of the historical communication via books)
Aims and Objectives	Stations of the historical media shift will be analysed and learned on a historical basis with regard to exemplary historical interfaces. This module provides an overview of book history. The learning target is to apply the theoretical frame of module 1 in a historical context.
Pre-requisites	Having successfully participated in module 1 and 2 is recommended.
Stage	3 rd semester
Part of degree program	compulsory module
Frequency	every winter semester
Workload	time of attendance: 45 hours, self-study: 255 hours
Duration	1 semester
Language	German
Assessment	lecture: written exam (45 minutes), seminar: presentation
Resit of the exam	2 x
Module grade	The module grade consists of 50 % of the exam and of the presentation each.

Module 6: E-Business and multimedia publishing	
Courses	seminar about a focused subject, part I (1 semester hour per week, 5 ECTS) seminar about a focused subject, part II (1 semester hour per week, 5 ECTS)
Syllabus	<p>The module focuses on the effects of the digitalisation on the book market. Initially this concerns the production and the products. It will be analysed what strategies of the production process are being used to achieve effective content management. In addition to traditional print products also new and multifaceted digital book forms come into being. It is their content and technologies that will be analysed during the two semester enduring advanced seminar.</p> <p>The second part of the e-business module concerns the business models of e-commerce and their basic conditions.</p> <p>The module focuses amongst others on:</p> <ul style="list-style-type: none"> – digital publication products – content management systems – digital rights management – payment management – online marketing and customer relationship management
Aims and Objectives	The students use their knowledge of the basic current research status and the selected methodical approaches to analyse on the basis of case studies strategic options and applications of e-business the book market.
Pre-requisites	–
Stage	1 st and 2 nd semester
Part of degree program	compulsory module
Frequency	on a yearly basis
Workload	time of attendance: 30 hours, self-study: 270 hours
Duration	2 semesters
Language	German
Assessment	Presentation and term paper (15–20 pages)
Resit of the exam	2 x
Module grade	The module grade consists of 25 % of the presentation and of 75 % of the term paper.

Module 7: Science management	
Courses	advanced seminar of strategies (2 semester hours per week, 6 ECTS) colloquium practice (1 semester hour per week, 4 ECTS)
Syllabus	This module deals with the basic conditions for the conception and transaction of scientific project work. Strategies to analyse the current research status are part of the module, as well as strategies concerning the factoring. We will discuss how options of modern controlling can be used for scientific project work. Furthermore, the module introduces the utilization of bibliometric techniques and shows how the application of advanced statistic methods can be used to elucidate the inner functions of academic life in general and literature based scientific communication in particular.
Aims and Objectives	The students will acquire skills of modern scientific project management and develop a basic comprehension of bibliometric and literature-statistic research methods. Thus the students are able to use and adopt these methods independently in the context of book scientific research management and especially with regard to science evaluation.
Pre-requisites	–
Stage	3 rd semester
Part of degree program	compulsory module
Frequency	every winter semester
Workload	time of attendance: 45 hours, self-study: 255 hours
Duration	1 semester
Language	German
Assessment	presentation and term paper (15–20 pages)
Resit of the exam	2 x
Module grade	The module grade consists of 100 % of the term paper.

Module 8a (imported module, obligation to vote with 8b): Media ethics	
Courses	Introductory seminar (2 semester hours per week, 5 ECTS) seminar named "Fields of activity and reflexion" (2 semester hours per week, 5 ECTS)
Syllabus	The module offers a comprehensive introduction into the basic questions of media ethics: <ul style="list-style-type: none"> – formulation of essential ethic theories in the context of mass media – differentiation of the responsible instances and media-ethic professions – formulation of essential media ethic fields (journalistic ethic, net ethic,...) – discussion of selected ethic conflict situations out of the field of media ethics (e.g. portrayal of violence in the fictional and journalistic field)
Aims and Objectives	The students achieve established knowledge about ethic key questions, media ethic cases and problems. They are able to critically reflect media ethic theories, discuss and evaluate different solution possibilities of concrete cases and are also able to critically reflect media ethic conventions and use them practically.
Pre-requisites	–
Stage	1 st and 2 nd semester
Part of degree program	compulsory module
Frequency	On a yearly basis
Workload	time of attendance: 60 hours, self-study: 240 hours
Duration	2 semesters
Language	German
Assessment	oral module final examination (20 minutes)
Resit of the exam	2 x
Module grade	The module grade consists of 100 % of the oral exam.

Module 8b (imported module, obligation to vote with 8a): Communication studies	
Courses	lecture "Introduction to the media system" (2 semester hours per week, 5 ECTS) seminar "Empirical communication studies" (2 semester hours per week, 5 ECTS)
Syllabus	The lecture deals with the analysis of development and structures of the German media system and its legal and economic basics. Also German and European media politics are discussed. The seminar helps to improve selected methods of communication studies. It also serves to apply and critically reflect these methods.
Aims and Objectives	The students get funded knowledge about the German media system, its structures and the media political processes. They also learn the basic qualifications concerning the cultural area and its tensions with economics. Different methods of empirical communication studies will be tested and job-relevant competences of problem solving and communication will be gained by discussing these methods. The students will thus be able to participate in current subject specific debates.
Pre-requisites	–
Stage	1 st and 2 nd semester
Part of degree program	compulsory module
Frequency	On a yearly basis
Workload	time of attendance: 60 hours, self-study: 240 hours
Duration	2 semesters
Language	German
Assessment	reading: written exam (45 minutes), seminar: presentation
Resit of the exam	2 x
Module grade	The module grade consists of 50 % of the exam and of the presentation each.

Module 9 (obligation): Empirical fields of research	
Courses	reading series of lectures "Alles Buch" (1 semester hour per week, 5 ECTS) seminar "monitoring the series of lectures" (1 semester hour per week, 5 ECTS)
Syllabus	The series of lectures deals with different changing topics out of various book scientific fields. Therefore, representatives of science and book scientific practitioners are being invited to complement the series with expertises. The experts take a stand during short speeches and reconsider remaining questions in the context of a following debate. The complementary seminar helps the students to test their ability to judge. The knowledge learned through the speeches can be directly used in small projects and written contributions.
Aims and Objectives	The target of this module is to be able to critically evaluate current book scientific fields of research with a high self-study percentage. The students are to learn to question particular approaches of research and problems of the book scientific practice through their achieved knowledge. Besides they are to develop alternative models.
Pre-requisites	Having successfully participated in module 1 and 4 is recommended.
Stage	3 rd semester
Part of degree program	compulsory module
Frequency	every winter semester
Workload	time of attendance: 30 hours, self-study: 270 hours
Duration	1 semester
Language	German
Assessment	seminar: presentation, oral module final examination (20 minutes)
Resit of the exam	2 x
Module grade	The module grade consists of 100 % of the oral final exam.

Master thesis	
	colloquium project work (1 semester hour per week, 5 ECTS) master thesis (25 ECTS)
Content	The topic of the master thesis will be issued by an authorised teacher who also supervises the research and writing process. The students are allowed to suggest an examiner and the subject area of the master thesis out of the fields of the Study of the Book. The accompanying colloquium helps to solve problems of finding a topic, analysing the research status as well as working out the specific research design starting with the choice of methods and ending with the presentation of the results.
Aims and qualifications	The Master thesis shows the students' ability to handle a problem with book scientific methods within a predetermined term and it shows as well whether they are able to depict the conclusions in a proper way. The required length of text is about 60 pages or 150.000 characters.
Participation conditions	Successful participation in modules 1 and 2.
Degree course scheme	3 rd semester
Applicability	compulsory module
Proposal's cycle	every summer semester
Amount of work	time of attendance: 15 hours, self-study: 285 hours
Duration	1 semester
Language of education	German
Course and exam achievement	colloquium: presentation, master thesis (about 60 pages)
Repetition of the exam	1 x
Module grade	The module grade consists of 100 % of the master thesis.