

Georg-August-Universität Göttingen Module M.EP.12a: Forms of Literary Reception	6 C 1 WLH
Learning outcome, core skills: Students acquire an overview of the concepts and strategies of mass communication and audience engagement/loyalty as well as branding and marketing, taking features of literary/cultural mediation specifically under consideration. In the practical part of the module, they examine how moderators, authors, festival directors deal with these strategies, particularly with regard to communication in a literary festival to different target groups.	Workload: Attendance time: 14 h Self-study time: 166 h
Course: M.EP.12a.LV-1 Course/workshops/self-study unit on audience engagement, branding and marketing in literary/cultural contexts <i>Contents:</i> Concepts of audience loyalty and audience engagement; strategies of marketing in the literary/cultural sector; author or publisher branding; theories on the literary field, if applicable; social networking concepts, or using social networks, if applicable; special features of implementation in social networks compared to offline advertising and audience-targeting offers The exam prerequisite (brief project outline, see below) is based on the contents of this course. This aims at helping them to develop questions for the practical part of the module. Students register for the participation/ participation part of the module in this course.	1 WLH
Course: M.EP.12a.LV-2 OPTIONAL: Course/workshops/self-study unit on participatory observation <i>Contents:</i> concepts of participant observation; approach to data collection and evaluation; considerations on learning objectives in the context of projects; project planning The exam prerequisite (brief project outline, see below) may also be based on the contents of this course, as far as the actual observation process is concerned.	WLH
Course: M.EP.12a.LV-3 Observation project <i>Contents:</i> attendance at three author readings or interviews with authors/content creators at a literary festival (also online); engagement with information on that festival in various media (e.g. online advertising, posters, information brochures, programme flyers, ...)	
Examination: Portfolio (max. 3000 words), not graded M.EP.12a.Mp: Literature in (Public) Use: Views from the Outside Examination prerequisites: brief project outline on the intended focus of investigation (e.g. combination of advertising and actual reading; behaviour of stakeholders; support and promotion of festivals through websites; ...) with specific reference to underlying theories or concepts according to the attended course/self-study unit (max. 500 words) Examination requirements:	6 C

brief description of the readings/interviews with reference to mediation strategies; analysis of engagement strategies, critical reflection taking into account the theoretical knowledge acquired in the course/self-study unit (e.g. on forms of communication, evoking reactions, strategies of audience engagement, classification of author/text in a literary field; ...)	
Admission requirements: none	Recommended previous knowledge: M.EP.12
Language: English, German	Person responsible for module: Prof. Dr. Barbara Schaff
Course frequency: winter or summer semester, on demand	Duration: 1 semester[s]
Number of repeat examinations permitted: twice	Recommended semester: 2 - 3
Additional notes and regulations: The module cannot be taken if B.Eng.812 has already been completed.	