

ECONOMIC POLICY AND THE MEDIA

COURSE OUTLINE SUMMER SEMESTER 2024

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CONTENT

The seminar focusses on the interplay between politics, the market and the media. Which economic policy issues rise to the top of the public agenda, and which ones don't? Which ones are being prioritized, and which ones neglected? Whose interests are highlighted, and whose are largely ignored? Studying these questions may be just a sideshow in standard economics. However, they are at the core of the practical conduct of economic policy. The seminar offers concepts to systematically evaluate current policy issues and their public perception. Special attention is devoted to the news media, who play an outsized role in setting the economic policy agenda setting. The first part of the seminar introduces the students to some core concepts, in particular:

- What we talk about, and how we do it: Agenda Setting, Framing, Issue Attention Cycles, and the News Value of Economic Issues
- Picking Priorities: Economic developments and their public perception – public discourse as a means to discover facts and ideas (Hayek) and to reconcile interests (Habermas).
- Media economics: What makes the news and why.
- The hypermediated political economy: How Social Media have disrupted public spheres, political communication, and the role of journalistic media
- Narratives, Economics and Policy

MODULE OBJECTIVES

The seminar enables students to analyze the dynamics involved in the setting of the economic policy agenda.

PREREQUISITES

Basic knowledge of the major fields of economic policy (e.g. monetary, fiscal, tax, trade, competition, labor, social protection...). General interest in current issues.

ORGANIZATION

This module consists of lectures and student's presentations.

Participants: 20

Assessment: Participants are asked to write **15-to-20-pages term papers**, that apply these approaches to specific current economic policy issues. In the final session (hybrid) the **results will be presented and discussed**.

Time and place: **Thursdays, 10:00 – 12:00**, GD 03/512

Start: 11.04.2024

Exam Registration: 27.05.2024 – 21.06.2024 via FlexNow

Exam De-Registration: 27.05.2024 – 27.08.2024 via FlexNow

DATE OF FINAL PRESENTATION: 03.+ 04.09.2024

SELF-STUDY

This module contains 116.25 hours of self-study.

RECOMMENDED READINGS

Will be shared in the accompanying Moodle course.

SCHEDULE

Will also be shared on Moodle.