



### School level

- Recommended for 10<sup>th</sup>/11<sup>th</sup> grade

### Reference to subjects

- Political education, economics, religious education/ethics, German, communication/project work/social learning, English

### Lesson phase

- Elaboration

### Level of complexity

- Complex

### Objectives

- Critically examining the media landscape
- Analysing and comparing different types of media companies

### Knowledge and skills

- The students can identify and name the organizational forms and corporate structures of media companies.
- The students can compare and analyse consumer costs based on selected media companies and present their results.
- The students can name and analyse contract structures and the legal framework of consumer rights.

### Duration

- Introduction: approx. 10 to 20 min.
- Research: 30 min.
- Presentation preparation: 30 min.
- Presentation: 20 min.
- Research and presentation preparation are also suitable tasks for homework

### Resources

- Possible outcome of the introductory exercise *Brainstorming*

- Devices for internet research
- Materials for presenting the research results

### Preparation

- Prepare an introductory presentation depending on the chosen option.
- Create the framework conditions for the presentation of the groups.

### Procedure

Option for getting started if the introductory brainstorming exercise has been conducted:

- If media companies were mentioned during the brainstorming session, they are sorted into the following groups:
  - ⇒ Streaming platforms: Netflix, Disney+, Apple TV+, Amazon Prime Video, Sky, Twitch, YouTube, Vimeo ...
  - ⇒ Messenger services: WhatsApp, Signal, Telegram ...
  - ⇒ Print media: Der Standard, Die Presse, Salzburger Nachrichten, Falter, Kronen Zeitung, Österreich ... (Here, a distinction could be made between quality newspapers and tabloids.)
  - ⇒ Public broadcasters: ORF, ZDF, ARD, SWR, BBC ...
  - ⇒ Social media services: Instagram, Snapchat, TikTok, YouTube, X, Bluesky ...
  - ⇒ (New) party media – from party headquarters to blogs: Zur Sache, Kontrast, Unzensuriert, Neos Lab, Zackzack, ooe-planet ...

Alternative introduction:

- The group names are written on the board and the students add companies they know.
- or:
- The teacher presents group names and examples of companies right at the beginning.
  - If possible, small groups of students work on each of the media groups mentioned.
  - Two to three companies are selected per

