

**MEDIA ECONOMICS MODULE PROGRAMME**  
**2<sup>nd</sup> year English Special Section**

**Chapter 01: Introduction to Media Economics**

- Media economics definition
- Factors in the emergence of media economics
- The specificity of the media organisation

**Chapter 02: Media Market**

- Media markets and structure
- Macro and microeconomics and research methods in media economics
- Theories explaining media economics

**Chapter 03: Media financing**

- Media production revenues and expenses in the face of competition
- Advertising and its relationship with media organisations and the role of users
- Knowledge economy and media work

**Chapter 04: Challenges of Mass Media**

- Media concentration
- Challenges of the mass media in the digital environment
- Media production requirement in a digital environment
- Organising media production in the face of competition