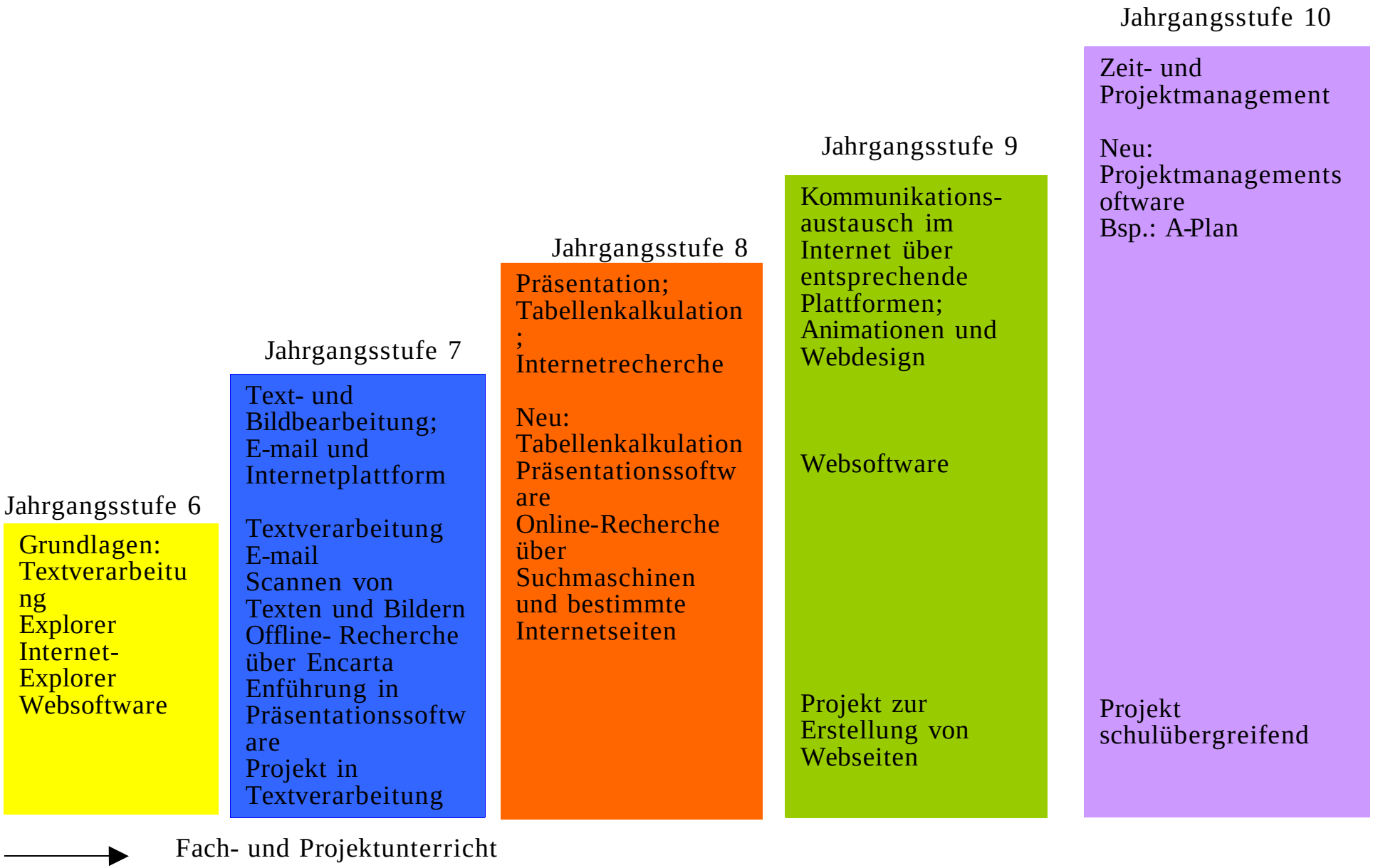3.1. Das Mediencurriculum