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| <b>Module title</b>  |                          | <b>Abbreviation</b>   |
| <b>Media and Communication Cultures</b>  |                          | 04-EEVK-MUK-122-m01   |
| <b>Module coordinator</b>  |                          | <b>Module offered by</b>  |
| holder of the Chair of European Ethnology  |                          | Chair of European Ethnology   |
| <b>ECTS</b>  | <b>Method of grading</b> | <b>Only after succ. compl. of module(s)</b>   |
| 10   | numerical grade          | --  |
| <b>Duration</b>  | <b>Module level</b>      | <b>Other prerequisites</b>  |
| 1 semester   | undergraduate            | By way of exception, additional prerequisites are listed in the section on assessments. |
| <b>Contents</b>  |                          |   |
| <p>- Overview of basic problems, positions and discourses of the media culture, their history and development.</p> <p>- Introduction to the methods and media theory, basic knowledge of the technical history of the media culture.</p> <p>- Introduction to the theory and practice of mass communication processes. Introduction to and overview of methods and techniques of the visual anthropology.</p> <p>- Overview of the history of science, positions, discourses and methods of literary and narratological research in European Ethnology/ Cultural Anthropology.</p> <p>- Overview of the classification and specialities as well as knowledge and understanding of research-relevant issues concerning the classification and history of literary and narratological research in European Ethnology/ Cultural Anthropology. Students have knowledge of the structure and characteristics of relevant text types.</p>  |                          |   |
| <b>Intended learning outcomes</b>  |                          |   |
| <p>- Students acquire methodological skills in the area of media culture, media technology, visual anthropology as well as literary and narratological research in European Ethnology/ Cultural Anthropology.</p> <p>- Ability to analyse media cultural, communication-theoretical as well as literary and narratological research texts and facts.</p> <p>- Ability to reflect on the involved factors of media-cultural and communication-cultural processes.</p> <p>- Students are able to apply important media or communication-cultural methods.</p>  |                          |   |
| <b>Courses</b> (type, number of weekly contact hours, language — if other than German)   |                          |   |
| <p>This module comprises 2 module components. Information on courses will be listed separately for each module component.</p> <ul style="list-style-type: none"> <li>• 04-EEVK-MUK-1-122: S + Ü (no information on SWS (weekly contact hours) and course language available)</li> <li>• 04-EEVK-MUK-2-122: S + Ü (no information on SWS (weekly contact hours) and course language available)</li> </ul>   |                          |   |
| <b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)   |                          |   |
| <p>Assessment in this module comprises the assessments in the individual module components as specified below. Unless stated otherwise, successful completion of the module will require successful completion of all individual assessments.</p> <p><b>Assessment in module component 04-EEVK-MUK-1-122: Forms of Everyday Communication Forms of Everyday Communication</b></p> <ul style="list-style-type: none"> <li>• 5 ECTS, Method of grading: numerical grade</li> <li>• presentation (approx. 25 minutes) with position paper (1 to 2 pages) and written elaboration (approx. 10 pages)</li> <li>• Other prerequisites: Admission prerequisite to assessment: regular attendance (a maximum of 2 incidents of absence) of courses (lectures excluded) as well as successful completion of exercises (approx. 10 hours total).</li> </ul> <p><b>Assessment in module component 04-EEVK-MUK-2-122: Media and Mediality Media and Mediality</b></p> <ul style="list-style-type: none"> <li>• 5 ECTS, Method of grading: numerical grade</li> <li>• presentation (approx. 35 minutes) with position paper (2 to 3 pages)</li> <li>• Other prerequisites: Admission prerequisite to assessment: regular attendance (a maximum of 2 incidents of absence) of courses (lectures excluded) as well as successful completion of exercises (approx. 10 hours total).</li> </ul> |                          |   |



**Allocation of places**

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**Additional information**

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**Referred to in LPO I** (examination regulations for teaching-degree programmes)

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**Module appears in**

Bachelor's degree (1 major, 1 minor) European Ethnology (Minor, 2013)

Bachelor's degree (2 majors) European Ethnology (2013)