Module title	Abbreviation
Media and Communication Cultures 2	04-EEVK-MUK-2-152-m01

Module coordinator		Module offered by	
holder of the Chair of European Ethnology		Chair of European Ethnology	

ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	

Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	

Contents

Overview of general problems, positions and discourses of media culture, their history and development. Introduction to methods and media theory, basic knowledge regarding the technology history of media culture in a research perspective way, relevant for cultural studies. Introduction to theory and practice of mass communication processes. Introduction and overview of methods and techniques of visual anthropology.

Intended learning outcomes

In the module European Ethnology / Cultural Anthropology, students acquire methodological skills in the field of media culture, media technology and visual anthropology. Ability to analyse media cultural texts and issues as well as texts and issues concerned with communicative theories. Ability to reflect factors of cultural media and communication processes. Skill to use important cultural media and communication methods.

Courses (type, number of weekly contact hours, language — if other than German)

S (2) + Ü (1)
Module taught in: S, Ü: German and/or English

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

presentation (approx. 30 minutes) with position paper (1 to 2 pages)
Language of assessment: German and/or English

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

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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, 2015)
Bachelor's degree (2 majors) European Ethnology (2015)