Module title | Abbreviation
---|---
Media and Communication Strategies | 04-Mus-Med-Kom-102-m01

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
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<tbody>
<tr>
<td>holder of the Professorship of Museum Studies</td>
<td>Professorship of Museum Studies</td>
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<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
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<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
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<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
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<tr>
<td>1 semester</td>
<td>undergraduate</td>
<td>Admission prerequisite to assessment: regular attendance and successful completion of exercises as specified at the beginning of the course.</td>
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**Contents**

The module provides a broader overview of different media, used in a museum. The media will be examined according to their specific characteristics, applications, effects on the visitors as well as technical prerequisites.

**Intended learning outcomes**

Students are familiar with the most common used media in the museum. They are able to analyse the media that can be found in a specific exhibition, in the respective museum overall context with regard to the conveyance of a message and its impact on the visitors. They know how a medium should be designed in order to convey objects, significances and contents sustainably and appropriately.

**Courses**

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

Ü + Ü + Ü (no information on SWS (weekly contact hours) and course language available)

**Method of assessment**

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

- practical examination: organising a workshop (preparing, holding, moderating, evaluating) or term paper (approx. 10 pages, to be submitted during semester break)
- Assessment offered: once a year, summer semester

**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) Museology and material culture (2010)