

Module title		Abbreviation
Media and Communication Strategies		04-Mus-MedKom-131-mo1
Module coordinator		Module offered by
holder of the Professorship of Museum Studies		Professorship of Museum Studies
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	Admission prerequisite to assessment: regular attendance (a maximum of 2 incidents of unexcused absence) of courses (lectures excluded).
Contents		
The module gives a broad overview of the 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 acquainted with the most common used media in a 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)		
V + 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)		
presentation (approx. 30 minutes) with position paper (2 pages) and written elaboration (approx. 10 pages)		
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 (2013)		