### Module title
Media and Communication Strategies

### Abbreviation
04-Mus-MedKom-131-m01

### Module coordinator
holder of the Professorship of Museum Studies

### Module offered by
Professorship of Museum Studies

### ECTS
5

### Method of grading
Only after succ. compl. of module(s)

### Duration
1 semester

### Module level
undergraduate

### Other prerequisites
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
\( V + Ü + Ü + Ü \) (no information on SWS (weekly contact hours) and course language available)

### Method of assessment
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)

### Module appears in
Bachelor’s degree (1 major, 1 minor) Museology and material culture (2013)