

<b>Module title</b>		<b>Abbreviation</b>
Entertainment & Stories		o6-ENT-Esto-222-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Communication Psychology and New Media		Institute of Human Computer Media
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	graduate	--
<b>Contents</b>		
In this module, construction and design principles, forms, as well as reception and effects of entertaining stories are analyzed and reflected. The knowledge is supported, complemented, and differentiated by empirical studies about some of these aspects.		
<b>Intended learning outcomes</b>		
Students learn to systematically and analytically look on entertaining stories. They develop an evidence-based perspective on the conception and on effects of entertaining stories by including fitting empirical studies on certain aspects of entertaining stories.		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
S (2)		
<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)		
a) oral examination of one candidate each (30 minutes) or b) presentation (15 to 30 minutes) plus written elaboration (10 to 15 pages) or c) portfolio (15 to 20 pages) Language of assessment: German and/or English		
<b>Allocation of places</b>		
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<b>Additional information</b>		
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<b>Workload</b>		
150 h		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
Master's degree (1 major) Media Entertainment (2022)		