

Module title		Abbreviation
Research in Media Communication		o6-MK-Fo-152-m01
Module coordinator		Module offered by
holder of the Chair of Media Psychology, holder of the Chair of Instructional Psychology and New Media, holder of the Professorship of Media and Business Communication, holder of the Professorship of Media Informatics		Institute of Human Computer Media
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
The module provides deeper knowledge of the topics (concepts, theories, empirical analysis and practice) in media communication. Out of the four core areas of the degree programme (media psychology, media and business communication, media computer science, instructional psychology), one area or a combination of several areas may be addressed.		
Intended learning outcomes		
Students have gained expertise and social skills that are useful in basic, applied or contract research. They do not only have profound knowledge in the central subject areas, theories and methods of media communication but are also able to use this knowledge to solve research questions. In addition, they have acquired theoretical, empirical and application-oriented skills that may be useful in job-related situations (e. g. in the design of media formats and in the evaluation of media products).		
Courses (type, number of weekly contact hours, language – if other than German)		
S (4)		
Method of assessment (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 100 minutes) or b) oral examination (approx. 20 minutes) or c) report (approx. 15 pages) Language of assessment: German and/or English		
Allocation of places		
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Additional information		
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Workload		
300 h		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Bachelor' degree (1 major) Media Communication (2015) Bachelor' degree (1 major) Media Communication (2016) Bachelor' degree (1 major) Media Communication (2018)		