

<b>Module title</b>		<b>Abbreviation</b>
Basics 2 - Basics of Mass Media in Germany		o6-MK-Gr2-162-mo1
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Professorship of Media and Business Communication		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	undergraduate	--
<b>Contents</b>		
The module provides an introduction in history, structure and function of the press and the broadcasting system in Germany. The first part deals with newspaper and journals, the second part with radio and television.		
<b>Intended learning outcomes</b>		
Students gain insights into the German media landscape. They learn to identify and to explain current media structures and offerings on the background of historical changes, economic necessities and legal frames.		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
V (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) written examination (approx. 50 minutes) or b) oral examination of one candidate each (approx. 20 minutes) 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>		
Bachelor' degree (1 major) Media Communication (2016) Bachelor' degree (1 major) Media Communication (2018)		