

Module title		Abbreviation
Basics 3 - Psychological Basics for Media Communication 2		06-MK-Gr3-162-m01
Module coordinator		Module offered by
holder of the Chair of Psychology of Communication and New Media		Institute of Human Computer Media
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>This module serves to provide media communication students with a fundamental understanding of social and organizational psychological theories, models, and empirical findings. Regarding the field of social psychology, the following topics will be discussed: Social cognition (perception and judgements), attributional processes, social influence, human behavior in groups, stigma and prejudice, as well as interpersonal attraction.</p>		
Intended learning outcomes		
<p>The study module aims at providing media communication students with basic social and organizational psychological knowledge, which may also be of great use for exploring research questions from the fields of media and communication psychology. Another qualification goal is the ability to transfer general social psychological insight onto the current media landscape. Further, well-established study findings will be used to teach students about the sensitive interplay between individual, social, and cultural factors in the emergence of specific human behaviors.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2)		
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. 50 minutes) or b) oral examination of one candidate each (approx. 20 minutes) Language of assessment: German and/or English		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Bachelor' degree (1 major) Media Communication (2016) Bachelor' degree (1 major) Media Communication (2018)		