

Module title		Abbreviation
Mass media processes and effects		o6-MK-MKW1-212-mo1
Module coordinator		Module offered by
holder of the Professorship of Media and Business Communication		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		
This module provides knowledge about fundamental concepts, theories and findings of media reception and media effects research. Using selected areas of mass media communication (e. g., advertising, music, entertainment), the module investigates, questions and provides students with deeper insights into these fundamentals.		
Intended learning outcomes		
Students learn to attribute media effects to complex causes and processes. They develop a systematic and analytic perspective on media effects. They further be able to apply basic concepts and theories to concrete media offers.		
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		
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Additional information		
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Workload		
150 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 (2021)		