

<b>Module title</b>		<b>Abbreviation</b>
<b>Media and Communication Science 2</b>		o6-MK-MKW2-102-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>
6	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
This module aims to provide knowledge about fundamental concepts, theories and findings of media reception and media effects research. Using selected areas of mass media communication (e. g. sports communication, advertising, music, film, political communication), the module investigates, questions and provides students with deeper insights into these fundamentals.		
<b>Intended learning outcomes</b>		
Students should learn to attribute media effects to complex causes and processes. They should develop a systematic and analytic perspective on media effects. They should further be able to apply basic concepts and theories to concrete media offers.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
This module comprises 2 module components. Information on courses will be listed separately for each module component. <ul style="list-style-type: none"> <li>o6-MK-MKW2-1-102: V (no information on SWS (weekly contact hours) and course language available)</li> <li>o6-MK-MKW2-2-102: S (no information on SWS (weekly contact hours) and course language available)</li> </ul>		
<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)		
Assessment in this module comprises the assessments in the individual module components as specified below. Unless stated otherwise, successful completion of the module will require successful completion of all individual assessments.		
<b>Assessment in module component o6-MK-MKW2-1-102: Media Processes and Effects Research</b> <ul style="list-style-type: none"> <li>4 ECTS, Method of grading: numerical grade</li> <li>written examination (approx. 60 minutes)</li> <li>Language of assessment: German, English</li> </ul> <b>Assessment in module component o6-MK-MKW2-2-102: Applied Research on Media Processes and Effects</b> <ul style="list-style-type: none"> <li>2 ECTS, Method of grading: (not) successfully completed</li> <li>a) presentation (approx. 60 minutes) or b) written elaborations of assumptions on texts (10 elaborations, 0.5 pages each) or c) term paper (approx. 20 pages)</li> <li>Language of assessment: German, English</li> </ul>		
<b>Allocation of places</b>		
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<b>Additional information</b>		
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<b>Workload</b>		
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<b>Teaching cycle</b>		
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<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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**Module appears in**

Bachelor's degree (1 major) Media Communication (2012)

Bachelor's degree (1 major) Media Communication (2010)