

<b>Module title</b>		<b>Abbreviation</b>
Media Psychology 1		o6-MK-MedPsy1-102-mo1
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Media Psychology		Institute of Human Computer Media
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
12	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>Media psychology deals with human experiences and behaviour while interacting with media. Media psychology develops theories and tests these in empirical studies. This introductory module aims to equip students with fundamental knowledge about the subject of media psychology (e. g. traditional media and mass media) as well as its theories, findings, and methods. The module focuses on the introduction to</p> <ol style="list-style-type: none"> <li>the subject itself, theories, and findings of media psychology</li> <li>research fields and current problems in media psychology</li> <li>methods in media psychology.</li> </ol>		
<b>Intended learning outcomes</b>		
<p>Students should be familiar with central concepts and methods of media psychology. They should have a basic knowledge of the subject-specific questions and should understand the relevance and importance of a psychological perspective as well as the relevance of questions in the field of the social sciences. Thus, a basis is provided for academic work as well as for acquiring practically relevant (vocationally oriented) media skills.</p>		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
<p>This module comprises 2 module components. Information on courses will be listed separately for each module component.</p> <ul style="list-style-type: none"> <li>o6-MK-MedPsy1-1-102: V + V (no information on SWS (weekly contact hours) and course language available)</li> <li>o6-MK-MedPsy1-2-102: 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)		
<p>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.</p> <p><b>Assessment in module component o6-MK-MedPsy1-1-102: Media Psychology 1 Media Psychology 1</b></p> <ul style="list-style-type: none"> <li>8 ECTS, Method of grading: numerical grade</li> <li>a) written examination (approx. 120 minutes) or b) oral examination of one candidate each (approx. 30 minutes)</li> <li>Language of assessment: German, English</li> </ul> <p><b>Assessment in module component o6-MK-MedPsy1-2-102: Basic concepts</b></p> <ul style="list-style-type: none"> <li>4 ECTS, Method of grading: (not) successfully completed</li> <li>a) presentation (45 to 90 minutes) with written elaboration (1 to 2 pages) or b) term paper (approx. 20 pages)</li> <li>Language of assessment: German, English</li> </ul>		
<b>Allocation of places</b>		
--		
<b>Additional information</b>		
--		
<b>Workload</b>		
--		

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--

**Module appears in**

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

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

Master's degree (1 major) Economics (2014)