

Module title		Abbreviation
Moving picture communication		o6-MK-MedPsy2-212-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		
<p>Moving picture communication deals with human communication through images and moving image media. For this purpose, theories and empirical findings are presented, and production and historical aspects are discussed. Studies of classical as well as new media are presented. Individual media, mass media, analogue and digital media will be discussed. The thematic focus is on theories and findings of media research on images and moving picture communication, fields of research and current problems of moving picture communication, as well as methods of their investigation.</p>		
Intended learning outcomes		
<p>Students have an insight into the different forms of moving picture communication. They know different formats and their effects from a theoretical and a practical perspective and can classify and evaluate them from a psychological perspective.</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)		
<p>a) written examination (approx. 50 minutes) or b) oral examination of one candidate each (approx. 20 minutes) or c) oral group examination (approx. 40 minutes) Language of assessment: German and/or English</p>		
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)		