Module title			Abbreviation
Advanced studies Communication Science 1			06-MK-VertKW1-152-m01
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)**	
10	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	undergraduate	--	

Contents

This module aims to provide deeper knowledge about the topics (concepts, theories, empirical analysis and practice) in media communication. Students will choose one out of the four core areas of the degree programme (i. e. media psychology, communication science, computer science in media, instructional psychology) and will work in small groups on topic-related projects.

Intended learning outcomes

Students should obtain subject-specific expertise and social skills that are an asset in the workplace. Thus, students do not only have profound subject-specific knowledge in central topics, theories and methods of media communication but are also able to apply this knowledge in practice and use it as a basis for the Master's programme. In addition, students have gained theoretical, empirical and application-oriented skills which are of an asset in job-relevant situations (e. g. in the design of media formats and in central questions regarding the evaluation of media products).

Courses (type, number of weekly contact hours, language — if other than German)

S (4)

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. 100 minutes) or b) oral examination (approx. 20 minutes) or c) report (approx. 15 pages)
Language of assessment: German and/or English

Allocation of places

--

Additional information

--

Workload

300 h

Teaching cycle

--

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

--

Module appears in

Bachelor' degree (1 major) Media Communication (2015)