

<b>Module title</b>		<b>Abbreviation</b>
Research in media and business communication 1		o6-MK-WpMWK1-212-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>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
The students acquire in-depth knowledge about one or more research segments within the field of communication science. Communication theories, methods and results are focused on. These address the uses and effects of media in a digital society and aim at describing, explaining, and predicting media use (including respective media effects).		
<b>Intended learning outcomes</b>		
The students acquire in-depth knowledge about one or more research segments within the field of communication science. They extend their understanding of communication theories, methods and results, and they can adequately apply this knowledge. This allows students to describe, explain, and predict media uses and effects in a digital society.		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
S (2)		
<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)		
a) written examination (approx. 50 minutes) or b) oral examination of one candidate each (approx. 20 minutes) or c) term paper (approx. 10 pages) or d) portfolio (approx. 15 pages) or e) report (approx. 10 pages) Language of assessment: German and/or English		
<b>Allocation of places</b>		
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<b>Additional information</b>		
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<b>Workload</b>		
150 h		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
Bachelor' degree (1 major) Media Communication (2021)		