Module title: Project Modul: Audiovisual Business Communication

Abbreviation: 12-M-PACW-182-m01

Module coordinator: Professorship of Economic Journalism and Communication

Module offered by: Faculty of Business Management and Economics

ECTS: 10

Method of grading: numerical grade

Duration: 1 semester

Module level: undergraduate

Other prerequisites: --

Contents:
In this seminar, students learn the basics of audiovisual forms of presentation (news, background report, reportage). They are first introduced to the use of cameras and editing. Students learn how to set news and stories in the picture and how to organize shoots. Students learn television-specific journalistic basics such as the structure and design of a television report, how to organize and deal with different filming situations, how to create storyboards, how to write texts and how to speak.

Intended learning outcomes:
The aim of the course is to impart the editorial and technical knowledge and skills (including teamwork) for the production of television features.

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

portfolio (approx. 3 items with a duration of 3 minutes each, audio/video format): e. g. record of research activities, commentary, text analyses of different types of media
Assessment offered: In the semester in which the course is offered
Language of assessment: German and/or English
creditable for bonus

Allocation of places:
--

Additional information:
--

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

Module appears in:
Master's degree (1 major) Management (2018)
Master's degree (1 major) International Economic Policy (2018)
Master's degree (1 major) China Business and Economics (2019)
Master's degree (1 major) China Language and Economy (2019)
Master's degree (1 major) Media Communication (2019)
Master's degree (1 major) China Business and Economics (2021)
Master's degree (1 major) China Language and Economy (2021)
Master's degree (1 major) Economathematics (2021)