

Module title		Abbreviation
Project Modul: Audiovisual Business Communication		12-M-PACW-242-m01
Module coordinator		Module offered by
Holder of the Professorship of Economic Journalism		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>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. Television-specific journalistic basics such as the structure and design of a television report, organization, and handling of different filming situations, creating storyboards, copywriting, and speaking are learned.</p>		
Intended learning outcomes		
<p>Upon completion of the seminar, students will be able to apply editorial and technical knowledge and skills (including teamwork) to the production of television features.</p>		
Courses (type, number of weekly contact hours, language – if other than German)		
<p>S (2) Module taught in: German and/or English</p>		
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>portfolio (e. g. record of research activities, commentary, text analyses of different types of media) (approx. 3 items with a duration of 3 minutes each, audio/video format or text format approx. 20 pages) Assessment offered: In the semester in which the course is offered Language of assessment: German and/or English creditable for bonus</p>		
Allocation of places		
<p>20 places. WA1: (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.</p>		
Additional information		
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Workload		
300 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
<p>Master's degree (1 major) Management (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) Economathematics (2024)</p>		

