Module Catalogue

for the Subject

Media Communication

as a Bachelor's with 1 major

with the degree "Bachelor of Science"

(180 ECTS credits)

Examination regulations version: 2012
Responsible: Faculty of Human Sciences
Responsible: Institute of Human Computer Media

Module Catalogue for the Subject
Media Communication
Bachelor's with 1 major, 180 ECTS credits

Contents

Module Catalogue for the Subject
Media Communication
Bachelor's with 1 major, 180 ECTS credits

The subject is divided into

section / sub-section	ECTS credits	starting page
Compulsory Courses	128	6
Compulsory Electives	20	31
Thesis	12	41
Subject-specific Key Skills	15	43

Module Catalogue for the Subject
Media Communication
Bachelor's with 1 major, 180 ECTS credits

Content and Objectives of the Programme

Formal requirements can be found in §5, section 1 of Würzburg University's general study and examination regulations (ASPO). Beyond these there are no further formal requirements. However, a strong interest in the Media Communication topics, command of English suitable for higher education, and good math and science knowledge are recommended. The bachelor students acquire thorough methodical and substantial knowledge from various disciplines. They are familiarized with the basic contents and scientific concepts of the Media Communication branches. The bachelor thesis examines the independent application of this knowledge. Upon graduation, students also have acquired practical experience in mandatory internships.

A more detailed curriculum can be found in the Media Communication descriptions and regulations (see also: 6.2 Further information sources).

Module Catalogue for the Subject
Media Communication
Bachelor's with 1 major, 180 ECTS credits

Abbreviations used

Course types: **E** = field trip, **K** = colloquium, **O** = conversatorium, **P** = placement/lab course, **R** = project, **S** = seminar, **T** = tutorial, **Ü** = exercise, **V** = lecture

Term: **SS** = summer semester, **WS** = winter semester

Methods of grading: **NUM** = numerical grade, **B/NB** = (not) successfully completed

Regulations: **(L)ASPO** = general academic and examination regulations (for teaching-degree programmes), **FSB** = subject-specific provisions, **SFB** = list of modules

Other: **A** = thesis, **LV** = course(s), **PL** = assessment(s), **TN** = participants, **VL** = prerequisite(s)

Conventions

Unless otherwise stated, courses and assessments will be held in German, assessments will be offered every semester and modules are not creditable for bonus.

Notes

Should there be the option to choose between several methods of assessment, the lecturer will agree with the module coordinator on the method of assessment to be used in the current semester by two weeks after the start of the course at the latest and will communicate this in the customary manner.

Should the module comprise more than one graded assessment, all assessments will be equally weighted, unless otherwise stated below.

Should the assessment comprise several individual assessments, successful completion of the module will require successful completion of all individual assessments.

In accordance with

the general regulations governing the degree subject described in this module catalogue:

      ASPO2009

associated official publications (FSB (subject-specific provisions)/SFB (list of modules)):

      16-Jan-2013 (2013-9)

This module handbook seeks to render, as accurately as possible, the data that is of statutory relevance according to the examination regulations of the degree subject. However, only the FSB (subject-specific provisions) and SFB (list of modules) in their officially published versions shall be legally binding. In the case of doubt, the provisions on, in particular, module assessments specified in the FSB/SFB shall prevail.

Module Catalogue for the Subject
Media Communication
Bachelor's with 1 major, 180 ECTS credits

Compulsory Courses

(128 ECTS credits)

Module Catalogue for the Subject
Media Communication
Bachelor's with 1 major, 180 ECTS credits

Module title			Abbreviation
Instructional Psychology 1			06-MK-IPSY1-102-m01

Module coordinator		Module offered by
holder of the Chair of Instructional Psychology and New Media		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	Admission prerequisite to assessment: 75% of exercises (approx. 30 hours) to be successfully completed in the seminar.

Contents

Instructional psychology deals with human experiences and behaviour while interacting with media in learning situations. The module equips students with fundamental knowledge on the subject, theories and empirical findings of as well as methods in instructional psychology. The module focuses on the introduction to:
a) the subject, theories and findings of instructional psychology and digital media
b) fields of research and current issues in instructional psychology
c) methods in instructional psychology.

Intended learning outcomes

Students should be familiar with central concepts and methods of instructional psychology and its relevance for digital learning environments. They should have a basic knowledge of the subject-specific questions and should understand the relevance and importance of a psychological perspective as well as the relevance of questions in the field of the social sciences. Thus, a basis is provided for academic work as well as for acquiring practically relevant (vocationally oriented) media skills.

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

V + V + S (no information on SWS (weekly contact hours) and course language available)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

written examination (approx. 100 minutes)
Language of assessment: German, English

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

Bachelor' degree (1 major) Media Communication (2012)
Bachelor' degree (1 major) Media Communication (2010)

Module Catalogue for the Subject
Media Communication
Bachelor's with 1 major, 180 ECTS credits

Module title		Abbreviation
Instructional Psychology 2		06-MK-IPSY2-102-m01

Module coordinator	Module offered by
holder of the Chair of Instructional Psychology and New Media	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	Admission prerequisite to assessment: one presentation (60 minutes) per seminar and one written elaboration (6 to 10 pages) in one seminar.

Contents

The module provides deeper knowledge of central topics, theories and findings of instructional psychology and its relation to digital media. The lecture provides an overview of current approaches to teaching-learning research and instructional design. In the seminars, participants acquire more in-depth insights into selected topics (e. g. self-regulated learning, motivation and knowledge acquisition; topics will vary).

Intended learning outcomes

Students will acquire expertise and practical skills that will be useful for both their academic and their professional lives. This includes a more in-depth knowledge of theories, methods and findings of instructional psychology as well as a basic knowledge of the application of instructional psychology. The skills acquired in this course will also facilitate the students' transition to the Master's programme and will be useful in many ways for their future careers.

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

V + S + S (no information on SWS (weekly contact hours) and course language available)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

written examination (approx. 100 minutes)
Language of assessment: German, English

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

Bachelor' degree (1 major) Media Communication (2012)
Bachelor' degree (1 major) Media Communication (2010)

Module Catalogue for the Subject
Media Communication
Bachelor's with 1 major, 180 ECTS credits

Module title				Abbreviation
Media and Communication Science 1				06-MK-MKW1-102-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)	
8	numerical grade		--	

Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	

Contents

This module aims to acquaint students with historical, economic, and legal framework conditions of the German press and broadcasting systems. It also provides them with an insight into the conceptualisation and marketing of media offers.

Intended learning outcomes

Students should gain an insight into the German media landscape. They learn how to classify and explain the development of current media structures and media offers against the background of historical developments, economic necessities and legal framework conditions. Students learn to question the editorial design of media offers as well as to conceptually and systematically analyse them and estimate their marketing potential.

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

This module comprises 2 module components. Information on courses will be listed separately for each module component.
- 06-MK-MKW1-1-102: V (no information on SWS (weekly contact hours) and course language available)
- 06-MK-MKW1-2-102: S (no information on SWS (weekly contact hours) and course language available)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

Assessment in this module comprises the assessments in the individual module components as specified below. Unless stated otherwise, successful completion of the module will require successful completion of all individual assessments.

Assessment in module component 06-MK-MKW1-1-102: Media Systems Press and Broadcast
- 6 ECTS, Method of grading: numerical grade
- written examination (approx. 80 minutes)
- Language of assessment: German, English

Assessment in module component 06-MK-MKW1-2-102: Introduction to Conception and Marketing of Media
- 2 ECTS, Method of grading: (not) successfully completed
- a) presentation (approx. 60 minutes) and written elaboration/position paper (2 pages) or b) term paper (approx. 20 pages)
- Language of assessment: German, English

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module Catalogue for the Subject
Media Communication
Bachelor's with 1 major, 180 ECTS credits

Module appears in
Bachelor' degree (1 major) Media Communication (2012)
Bachelor' degree (1 major) Media Communication (2010)

Module Catalogue for the Subject
Media Communication
Bachelor's with 1 major, 180 ECTS credits

Module title			Abbreviation
Media and Communication Science 2			06-MK-MKW2-102-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)
6	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

This module aims to provide knowledge about fundamental concepts, theories and findings of media reception and media effects research. Using selected areas of mass media communication (e. g. sports communication, advertising, music, film, political communication), the module investigates, questions and provides students with deeper insights into these fundamentals.

Intended learning outcomes

Students should learn to attribute media effects to complex causes and processes. They should develop a systematic and analytic perspective on media effects. They should further be able to apply basic concepts and theories to concrete media offers.

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

This module comprises 2 module components. Information on courses will be listed separately for each module component.
- 06-MK-MKW2-1-102: V (no information on SWS (weekly contact hours) and course language available)
- 06-MK-MKW2-2-102: S (no information on SWS (weekly contact hours) and course language available)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

Assessment in this module comprises the assessments in the individual module components as specified below. Unless stated otherwise, successful completion of the module will require successful completion of all individual assessments.

Assessment in module component 06-MK-MKW2-1-102: Media Processes and Effects Research
- 4 ECTS, Method of grading: numerical grade
- written examination (approx. 60 minutes)
- Language of assessment: German, English

Assessment in module component 06-MK-MKW2-2-102: Applied Research on Media Processes and Effects
- 2 ECTS, Method of grading: (not) successfully completed
- a) presentation (approx. 60 minutes) or b) written elaborations of assumptions on texts (10 elaborations, 0.5 pages each) or c) term paper (approx. 20 pages)
- Language of assessment: German, English

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module Catalogue for the Subject
Media Communication
Bachelor's with 1 major, 180 ECTS credits

Module appears in
Bachelor' degree (1 major) Media Communication (2012)
Bachelor' degree (1 major) Media Communication (2010)

Module Catalogue for the Subject
Media Communication
Bachelor's with 1 major, 180 ECTS credits

Module title	Abbreviation
Computer Science in Media 1	06-MK-MedInf1-102-m01

Module coordinator	Module offered by
holder of the Professorship of Media Informatics	Institute of Human Computer Media

ECTS	Method of grading	Only after succ. compl. of module(s)
6	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

Media computer science is an interdisciplinary field of teaching and research, dealing with various aspects of information processing in the context of digital media. The module *Medieninformatik 1* (*Computer Science for Media 1*) provides students with a fundamental knowledge and a practical overview of current digital media types.

Intended learning outcomes

Students are familiar with the central concepts of media informatics. They have a basic knowledge of information processing with a special focus on digital media.

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

V + T (no information on SWS (weekly contact hours) and course language available)

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. 60 minutes) or b) written examination (approx. 40 minutes) with exercises (40 hours), weighted 5:1 or c) oral examination of one candidate each (approx. 30 minutes) or d) presentation (15 to 30 minutes) with written elaboration (10 to 15 pages) or e) term paper (15 to 20 pages) or f) portfolio (maximum 20 pages)
Language of assessment: German, English

Allocation of places

Digital Humanities Master's (120 ECTS): maximum 10 places. Places will be allocated according to the number of subject semesters. Among applicants with the same number of subject semesters, places will be allocated by lot.

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

Bachelor' degree (1 major) Media Communication (2012)
Bachelor' degree (1 major) Media Communication (2010)
Master's degree (1 major) Digital Humanities (2011)
First state examination for the teaching degree Gymnasium Computer Science (2009)

Module Catalogue for the Subject
Media Communication
Bachelor's with 1 major, 180 ECTS credits

Module title	Abbreviation
Computer Science in Media 2	06-MK-MedInf2-102-m01

Module coordinator	Module offered by
holder of the Professorship of Media Informatics	Institute of Human Computer Media

ECTS	Method of grading	Only after succ. compl. of module(s)
6	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

The module *Medieninformatik 2* (*Computer Science for Media 2*) provides deeper knowledge of digital media types and the fundamentals of digital media development and design.

Intended learning outcomes

Students have gained a deeper insight into selected concepts of media computer science. In addition, they are able to develop digital media based on various processes. Thus, a basis is provided for academic work as well as for acquiring practically relevant media skills.

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

V + Ü (no information on SWS (weekly contact hours) and course language available)

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. 60 minutes) or b) written examination (approx. 40 minutes) with exercises (40 hours), weighted 5:1 or c) oral examination of one candidate each (approx. 30 minutes) or d) presentation (15 to 30 minutes) with written elaboration (10 to 15 pages) or e) term paper (15 to 20 pages) or f) portfolio (maximum 20 pages)
Language of assessment: German, English

Allocation of places

Digital Humanities Master's (120 ECTS): maximum 10 places. Places will be allocated according to the number of subject semesters. Among applicants with the same number of subject semesters, places will be allocated by lot.

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

Bachelor' degree (1 major) Media Communication (2012)
Bachelor' degree (1 major) Media Communication (2010)
Master's degree (1 major) Digital Humanities (2011)
First state examination for the teaching degree Gymnasium Computer Science (2009)

Module Catalogue for the Subject
Media Communication
Bachelor's with 1 major, 180 ECTS credits

Module title	Abbreviation
Media Production / Media Analysis 1	06-MK-MedProd1-102-m01

Module coordinator	Module offered by
holder of the Professorship of Media Informatics	Institute of Human Computer Media

ECTS	Method of grading	Only after succ. compl. of module(s)
6	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

The module teaches fundamentals in the field of production and analysis of media. The fundamental principles of the production of analogue or digital media are illustrated with examples. In addition, fundamental concepts and methods for the analysis of media content are taught.

Intended learning outcomes

Students have acquired a basic knowledge of different methods from the field of media production and media analysis as well as basic practical skills for the production or analysis of media content.

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

This module comprises 2 module components. Information on courses will be listed separately for each module component.
- 06-MK-MedProd1-1-102: S (no information on SWS (weekly contact hours) and course language available)
- 06-MK-MedProd1-2-102: V (no information on SWS (weekly contact hours) and course language available)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

Assessment in this module comprises the assessments in the individual module components as specified below. Unless stated otherwise, successful completion of the module will require successful completion of all individual assessments.

Assessment in module component 06-MK-MedProd1-1-102: Media Production 1
- 2 ECTS, Method of grading: (not) successfully completed
- a) term paper (approx. 5 pages) or b) portfolio (approx. 20 pages) or c) regular completion of exercises (75%, 30 hours)
- Language of assessment: German, English

Assessment in module component 06-MK-MedProd1-2-102: Media Analysis 1
- 4 ECTS, Method of grading: numerical grade
- a) written examination (approx. 60 minutes) or b) written examination (approx. 40 minutes) with exercises (40 hours), weighted 5:1 or c) oral examination of one candidate each (approx. 30 minutes) or d) presentation (15 to 30 minutes) with written elaboration (10 to 15 pages) or e) term paper (15 to 20 pages) or f) portfolio (maximum 20 pages) or g) regular completion of exercises (75%, 60 hours)
- Language of assessment: German, English

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module Catalogue for the Subject
Media Communication
Bachelor's with 1 major, 180 ECTS credits

Module appears in
Bachelor' degree (1 major) Media Communication (2012)
Bachelor' degree (1 major) Media Communication (2010)

Module Catalogue for the Subject
Media Communication
Bachelor's with 1 major, 180 ECTS credits

Module title	Abbreviation
Media Production / Media Analysis 2	06-MK-MedProd2-102-m01

Module coordinator	Module offered by
holder of the Professorship of Media Informatics	Institute of Human Computer Media

ECTS	Method of grading	Only after succ. compl. of module(s)
6	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

The module provides advanced knowledge in the field of production and analysis of media. Advanced principles from the field of production of analogue or digital media are illustrated with examples. In addition, advanced methods and concepts for the analysis of media content are taught.

Intended learning outcomes

Students have acquired a more in-depth theoretical knowledge of various methods from the field of media production and media analysis as well as more in-depth practice-oriented skills for the production or analysis of media content.

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

This module comprises 2 module components. Information on courses will be listed separately for each module component.
- 06-MK-MedProd2-1-102: S (no information on SWS (weekly contact hours) and course language available)
- 06-MK-MedProd2-2-102: V (no information on SWS (weekly contact hours) and course language available)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

Assessment in this module comprises the assessments in the individual module components as specified below. Unless stated otherwise, successful completion of the module will require successful completion of all individual assessments.

Assessment in module component 06-MK-MedProd2-1-102: Media Production 2
- 2 ECTS, Method of grading: (not) successfully completed
- a) term paper (approx. 5 pages) or b) portfolio (approx. 20 pages) or c) regular completion of exercises (75%, 30 hours)
- Language of assessment: German, English

Assessment in module component 06-MK-MedProd2-2-102: Media Analysis 2
- 4 ECTS, Method of grading: numerical grade
- a) written examination (approx. 60 minutes) or b) written examination (approx. 40 minutes) with exercises (40 hours), weighted 5:1 or c) oral examination of one candidate each (approx. 30 minutes) or d) presentation (15 to 30 minutes) with written elaboration (10 to 15 pages) or e) term paper (15 to 20 pages) or f) portfolio (maximum 20 pages) or g) regular completion of exercises (75%, 60 hours)
- Language of assessment: German, English

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

Module Catalogue for the Subject
Media Communication
Bachelor's with 1 major, 180 ECTS credits

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

Module appears in
Bachelor' degree (1 major) Media Communication (2012)
Bachelor' degree (1 major) Media Communication (2010)

Module Catalogue for the Subject
Media Communication
Bachelor's with 1 major, 180 ECTS credits

Module title	Abbreviation
Media Psychology 1	06-MK-MedPsy1-102-m01

Module coordinator	Module offered by
holder of the Chair of Media Psychology	Institute of Human Computer Media

ECTS	Method of grading	Only after succ. compl. of module(s)
12	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

Media psychology deals with human experiences and behaviour while interacting with media. Media psychology develops theories and tests these in empirical studies. This introductory module aims to equip students with fundamental knowledge about the subject of media psychology (e. g. traditional media and mass media) as well as its theories, findings, and methods. The module focuses on the introduction to
a) the subject itself, theories, and findings of media psychology
b) research fields and current problems in media psychology
c) methods in media psychology.

Intended learning outcomes

Students should be familiar with central concepts and methods of media psychology. They should have a basic knowledge of the subject-specific questions and should understand the relevance and importance of a psychological perspective as well as the relevance of questions in the field of the social sciences. Thus, a basis is provided for academic work as well as for acquiring practically relevant (vocationally oriented) media skills.

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

This module comprises 2 module components. Information on courses will be listed separately for each module component.
- 06-MK-MedPsy1-1-102: V + V (no information on SWS (weekly contact hours) and course language available)
- 06-MK-MedPsy1-2-102: S (no information on SWS (weekly contact hours) and course language available)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

Assessment in this module comprises the assessments in the individual module components as specified below. Unless stated otherwise, successful completion of the module will require successful completion of all individual assessments.

Assessment in module component 06-MK-MedPsy1-1-102: Media Psychology 1 Media Psychology 1
- 8 ECTS, Method of grading: numerical grade
- a) written examination (approx. 120 minutes) or b) oral examination of one candidate each (approx. 30 minutes)
- Language of assessment: German, English

Assessment in module component 06-MK-MedPsy1-2-102: Basic concepts
- 4 ECTS, Method of grading: (not) successfully completed
- a) presentation (45 to 90 minutes) with written elaboration (1 to 2 pages) or b) term paper (approx. 20 pages)
- Language of assessment: German, English

Allocation of places

--

Additional information

--

Workload

--

Module Catalogue for the Subject
Media Communication
Bachelor's with 1 major, 180 ECTS credits

Teaching cycle
--

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

Module appears in
Bachelor' degree (1 major) Media Communication (2012)
Bachelor' degree (1 major) Media Communication (2010)
Master's degree (1 major) Economics (2014)

Module Catalogue for the Subject
Media Communication
Bachelor's with 1 major, 180 ECTS credits

Module title	Abbreviation
Media Psychology 2	06-MK-MedPsy2-102-m01

Module coordinator	Module offered by
holder of the Chair of Media Psychology	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

Media psychology deals with human experiences and behaviour while interacting with media. It develops theories and tests them in empirical studies. The first module component aims to teach deeper fundamental knowledge about the subject of media psychology (individual media and digital media) as well as its theories, findings and methods. Thematic focuses:
a) the subject itself, theories and findings of media psychology: more in-depth insights
b) research fields and current problems in media psychology: more in-depth insights
c) methods in media psychology: more in-depth insights.

Intended learning outcomes

Students should obtain a deeper insight into selected concepts. They should be familiar with different subject-specific questions and should be able to apply a psychological perspective to these.

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

This module comprises 2 module components. Information on courses will be listed separately for each module component.
- 06-MK-MedPsy2-1-102: V (no information on SWS (weekly contact hours) and course language available)
- 06-MK-MedPsy2-2-102: S (no information on SWS (weekly contact hours) and course language available)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

Assessment in this module comprises the assessments in the individual module components as specified below. Unless stated otherwise, successful completion of the module will require successful completion of all individual assessments.

Assessment in module component 06-MK-MedPsy2-1-102: Media Psychology 2
- 8 ECTS, Method of grading: numerical grade
- a) written examination (approx. 100 minutes) or b) oral examination of one candidate each (approx. 30 minutes)
- Language of assessment: German, English

Assessment in module component 06-MK-MedPsy2-2-102: Theoretical and empirical approaches
- 2 ECTS, Method of grading: (not) successfully completed
- a) presentation (45 to 90 minutes) with written elaboration (1 to 2 pages) or b) term paper (approx. 20 pages)
- Language of assessment: German, English

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

Module Catalogue for the Subject
Media Communication
Bachelor's with 1 major, 180 ECTS credits

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

Module appears in
Bachelor' degree (1 major) Media Communication (2012)
Bachelor' degree (1 major) Media Communication (2010)

Module Catalogue for the Subject
Media Communication
Bachelor's with 1 major, 180 ECTS credits

Module title		Abbreviation
Methods 1		06-MK-Meth1-102-m01

Module coordinator	Module offered by
holder of the Chair of Media Psychology, holder of the Chair of Instructional Psychology and New Media	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

With the help of examples, this module will discuss methods for creating questionnaires and conducting surveys and will impart to students a fundamental knowledge about experiments. Students will analyse data using statistical software.

Intended learning outcomes

Students are able to plan, understand and critically evaluate surveys and experiments in the social sciences. In addition, students are able to calculate descriptive statistics and inferential statistics, using statistical software, and to adequately present the results obtained.

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

This module comprises 3 module components. Information on courses will be listed separately for each module component.
- 06-MK-Meth1-1-102: S (no information on SWS (weekly contact hours) and course language available)
- 06-MK-Meth1-2-102: P (no information on SWS (weekly contact hours) and course language available)
- 06-MK-Meth1-3-102: S + T (no information on SWS (weekly contact hours) and course language available)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

Assessment in this module comprises the assessments in the individual module components as specified below. Unless stated otherwise, successful completion of the module will require successful completion of all individual assessments.

Assessment in module component 06-MK-Meth1-1-102: Observation
- 3 ECTS, Method of grading: (not) successfully completed
- a) presentation (45 to 90 minutes) with written elaboration (1 to 2 pages) or b) term paper (approx. 20 pages)
- Language of assessment: German, English

Assessment in module component 06-MK-Meth1-2-102: Participating in empirical studies
- 1 ECTS, Method of grading: (not) successfully completed
- proof of having spent 25 hours acting as a participant in experiments
- Language of assessment: German, English

Assessment in module component 06-MK-Meth1-3-102: QM A QM A
- 6 ECTS, Method of grading: numerical grade
- a) written examination (approx. 120 minutes) or b) oral examination of one candidate each (approx. 30 minutes)
- Language of assessment: German, English

Allocation of places

--

Additional information

--

Workload

--

Module Catalogue for the Subject
Media Communication
Bachelor's with 1 major, 180 ECTS credits

Teaching cycle
--
Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module appears in
Bachelor' degree (1 major) Media Communication (2012) Bachelor' degree (1 major) Media Communication (2010)

Module Catalogue for the Subject
Media Communication
Bachelor's with 1 major, 180 ECTS credits

Module title		Abbreviation
Methods 2		06-MK-Meth2-102-m01

Module coordinator		Module offered by
all four core Professorships of the degree programme Medienkommunikation (Media 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

Participation in experimental studies (30 hours).

Intended learning outcomes

Participating as subjects, students will gain first-hand experience of empirical experiments and surveys. In addition, they should be able to understand and critically evaluate these experiments and surveys.

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

This module comprises 3 module components. Information on courses will be listed separately for each module component.
- 06-MK-Meth2-1-102: S (no information on SWS (weekly contact hours) and course language available)
- 06-MK-Meth2-2-102: S (no information on SWS (weekly contact hours) and course language available)
- 06-MK-Meth2-3-102: S + T (no information on SWS (weekly contact hours) and course language available)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

Assessment in this module comprises the assessments in the individual module components as specified below. Unless stated otherwise, successful completion of the module will require successful completion of all individual assessments.

Assessment in module component 06-MK-Meth2-1-102: Survey & Experiment
- 2 ECTS, Method of grading: (not) successfully completed
- a) written examination (approx. 60 minutes) or b) presentation (45 to 60 minutes)
- Language of assessment: German, English

Assessment in module component 06-MK-Meth2-2-102: SPSS
- 2 ECTS, Method of grading: (not) successfully completed
- regular completion of exercises (75%, 30 hours)
- Language of assessment: German, English

Assessment in module component 06-MK-Meth2-3-102: QM B QM B
- 6 ECTS, Method of grading: numerical grade
- a) written examination (approx. 120 minutes) or b) oral examination of one candidate each (approx. 30 minutes)
- Language of assessment: German, English

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

Module Catalogue for the Subject
Media Communication
Bachelor's with 1 major, 180 ECTS credits

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

Module appears in
Bachelor' degree (1 major) Media Communication (2012)
Bachelor' degree (1 major) Media Communication (2010)

Module Catalogue for the Subject
Media Communication
Bachelor's with 1 major, 180 ECTS credits

Module title	Abbreviation
Business, Market and Media 1	06-MK-WMM1-102-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 fundamental knowledge about the structure and development of media markets, marketing, advertising, and public relations. It further provides an introduction to central topics of work and organisational psychology (specifically personnel diagnosis and organisational diagnosis).

Intended learning outcomes

Students are able to think in business-oriented ways and business contexts when planning media offers and when strategically communicating on behalf of/in the name of media organisations. They should have a basic knowledge about diagnostic approaches for optimising the internal and external communication of organisations.

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

This module comprises 2 module components. Information on courses will be listed separately for each module component.
- 06-MK-WMM1-1-102: V (no information on SWS (weekly contact hours) and course language available)
- 06-MK-WMM1-2-102: V (no information on SWS (weekly contact hours) and course language available)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

Assessment in this module comprises the assessments in the individual module components as specified below. Unless stated otherwise, successful completion of the module will require successful completion of all individual assessments.

Assessment in module component 06-MK-WMM1-1-102: Business, Market and Media
- 5 ECTS, Method of grading: numerical grade
- written examination (approx. 50 minutes)
- Language of assessment: German, English

Assessment in module component 06-MK-WMM1-2-102: Industrial and Organizational Psychology
- 5 ECTS, Method of grading: numerical grade
- written examination (approx. 50 minutes)
- Language of assessment: German, English

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module Catalogue for the Subject
Media Communication
Bachelor's with 1 major, 180 ECTS credits

Module appears in
Bachelor' degree (1 major) Media Communication (2012)
Bachelor' degree (1 major) Media Communication (2010)

Module Catalogue for the Subject
Media Communication
Bachelor's with 1 major, 180 ECTS credits

Module title	Abbreviation
Business, Market and Media 2	06-MK-WMM2-102-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)
8	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

In the context of a seminar, this module will provide students with more in-depth insights into either internal or external business communication. Building on the contents of the two lectures in the module *Wirtschaft, Markt und Medien 1* (*Business, Market and Media 1*), the module will discuss in more detail either aspects of marketing, advertising and public relations or aspects of work and organisational psychology.

Intended learning outcomes

Building on the contents of the two lectures of module Wirtschaft, Markt und Medien 1 (Business, Market and Media 1), this module acquaints students with concrete application fields and processes of business communication. The skills acquired in this module should enable students to flexibly respond to labour market needs in different media areas.

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

S + T (no information on SWS (weekly contact hours) and course language available)

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) oral examination of one candidate each (approx. 30 minutes) or b) presentation (15 to 30 minutes) with written elaboration (10 to 15 pages) or c) term paper (approx. 20 pages) or d) portfolio (maximum 20 pages)
Language of assessment: German, English

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

Bachelor' degree (1 major) Media Communication (2012)
Bachelor' degree (1 major) Media Communication (2010)

Module Catalogue for the Subject
Media Communication
Bachelor's with 1 major, 180 ECTS credits

Module title	Abbreviation
Practice	06-MK-PRAX-102-m01

Module coordinator	Module offered by
all four core Professorships of the degree programme Medienkommunikation (Media Communication)	Institute of Human Computer Media

ECTS	Method of grading	Only after succ. compl. of module(s)
10	(not) successfully completed	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

The practice module aims to provide fundamental knowledge and practical skills in the fields of internet and audiovisuality. Students should put their acquired skills into practice, that is, they should apply their knowledge and skills to a media project and thus deepen their knowledge and skills. In accordance with the Institute's capacity, these and other topics are offered: media design, PR and advertising, media project: "instructional design", design and evaluation of multimedia e-learning, film production, web 2.0 & social media, gaming, communication between and within organisations, market and media research, online journals and virtual institutes, radio and music.

Intended learning outcomes

The practical course aims to provide students with basic knowledge as well as application skills which are useful in vocationally relevant situations. The module includes the following areas: media design, PR and advertising, media project "instructional design", conception, design and evaluation of multimedia e-learning, animations that are conducive to learning, pedagogical agents, virtual learning worlds, film design, cut, film and image editing, conception, design and evaluation of web-based communication and virtual worlds, conception, performance and presentation of market and media analyses and their strategic realisation, design and evaluation of media-based communication processes between and within organisations, online journals and virtual institutes.

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

S (no information on SWS (weekly contact hours) and course language available)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

project report (5 to 8 pages) including media product created (200 hours)
Language of assessment: German, English

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

Bachelor' degree (1 major) Media Communication (2012)
Bachelor' degree (1 major) Media Communication (2010)

Module Catalogue for the Subject
Media Communication
Bachelor's with 1 major, 180 ECTS credits

Compulsory Electives

(20 ECTS credits)

Module Catalogue for the Subject
Media Communication
Bachelor's with 1 major, 180 ECTS credits

Module title		Abbreviation
Advanced studies Media Psychology 1		06-MK-VertMP1-102-m01

Module coordinator		Module offered by
holder of the Chair of Media Psychology		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 (no information on SWS (weekly contact hours) and course language available)

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. 30 minutes) or c) report (approx. 15 pages)
Language of assessment: German, English

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

Bachelor' degree (1 major) Media Communication (2012)
Bachelor' degree (1 major) Media Communication (2010)

Module Catalogue for the Subject
Media Communication
Bachelor's with 1 major, 180 ECTS credits

Module title	Abbreviation
Advanced studies Communication Science 1	06-MK-VertKW1-102-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 (no information on SWS (weekly contact hours) and course language available)

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. 30 minutes) or c) report (approx. 15 pages)
Language of assessment: German, English

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

Bachelor' degree (1 major) Media Communication (2012)
Bachelor' degree (1 major) Media Communication (2010)

Module Catalogue for the Subject
Media Communication
Bachelor's with 1 major, 180 ECTS credits

Module title	Abbreviation
Advanced studies Computer Science in Media 1	06-MK-VertMI1-102-m01

Module coordinator	Module offered by
holder of the Professorship of Media Informatics	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 selected topics (concepts, theories, empirical analysis and implementation) in computer science in media. Students work in small-groups on practice-oriented projects, they create digital artifacts and present them.

Intended learning outcomes

Students should obtain practical expertise that is an asset in the workplace (e .g. in the design of digital media). Thus, students do not only have profound knowledge in the design of digital media but are also able to apply this knowledge in practice and use it as a basis for the Master's programme.

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

S (no information on SWS (weekly contact hours) and course language available)

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. 30 minutes) or c) report (approx. 15 pages)
Language of assessment: German, English

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

Bachelor' degree (1 major) Media Communication (2012)
Bachelor' degree (1 major) Media Communication (2010)

Module Catalogue for the Subject
Media Communication
Bachelor's with 1 major, 180 ECTS credits

Module title	Abbreviation
Advanced studies Instructional Psychology 1	06-MK-VertIP1-102-m01

Module coordinator	Module offered by
holder of the Chair of Instructional Psychology and New Media	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 will provide deeper knowledge about topics (concepts, theories, empirical analysis and practice) in instructional psychology. In small groups, students will do empirical research in instructional psychology.

Intended learning outcomes

Students have obtained subject-specific expertise and social skills that are useful in the workplace. Thus, students do not only have subject-specific knowledge about central topics, theories and methods of instructional psychology 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 that will be useful in their future jobs (e. g. the design of learning environments and the evaluation of eLearning).

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

S (no information on SWS (weekly contact hours) and course language available)

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. 30 minutes) or c) report (approx. 15 pages)
Language of assessment: German, English

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

Bachelor' degree (1 major) Media Communication (2012)
Bachelor' degree (1 major) Media Communication (2010)

Module Catalogue for the Subject
Media Communication
Bachelor's with 1 major, 180 ECTS credits

Module title	Abbreviation
Advanced studies Media Psycology 2	06-MK-VertMP2-102-m01

Module coordinator	Module offered by
holder of the Chair of Media Psychology	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 (no information on SWS (weekly contact hours) and course language available)

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. 30 minutes) or c) report (approx. 15 pages)
Language of assessment: German, English

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

Bachelor' degree (1 major) Media Communication (2012)
Bachelor' degree (1 major) Media Communication (2010)

Module Catalogue for the Subject
Media Communication
Bachelor's with 1 major, 180 ECTS credits

Module title		Abbreviation
Advanced studies Communication Science 2		06-MK-VertKW2-102-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 (no information on SWS (weekly contact hours) and course language available)

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. 30 minutes) or c) report (approx. 15 pages)
Language of assessment: German, English

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

Bachelor' degree (1 major) Media Communication (2012)
Bachelor' degree (1 major) Media Communication (2010)

Module Catalogue for the Subject
Media Communication
Bachelor's with 1 major, 180 ECTS credits

Module title		Abbreviation
Advanced studies Computer Science in Media 2		06-MK-VertMI2-102-m01

Module coordinator	Module offered by
holder of the Professorship of Media Informatics	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 selected topics (concepts, theories, empirical analysis and implementation) in computer science in media. Students work in small-groups on practice-oriented projects, they create digital artifacts and present them.

Intended learning outcomes

Students should obtain practical expertise that is an asset in the workplace (e .g. in the design of digital media). Thus, students do not only have profound knowledge in the design of digital media but are also able to apply this knowledge in practice and use it as a basis for the Master's programme.

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

S (no information on SWS (weekly contact hours) and course language available)

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. 30 minutes) or c) report (approx. 15 pages)
Language of assessment: German, English

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

Bachelor' degree (1 major) Media Communication (2012)
Bachelor' degree (1 major) Media Communication (2010)

Module Catalogue for the Subject
Media Communication
Bachelor's with 1 major, 180 ECTS credits

Module title			Abbreviation
Advanced studies Instructional Psychology 2			06-MK-VertIP2-102-m01

Module coordinator		Module offered by
holder of the Chair of Instructional Psychology and New Media		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 will provide deeper knowledge about topics (concepts, theories, empirical analysis and practice) in instructional psychology. In small groups, students will do empirical research in instructional psychology.

Intended learning outcomes

Students have obtained subject-specific expertise and social skills that are useful in the workplace. Thus, students do not only have subject-specific knowledge about central topics, theories and methods of instructional psychology 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 that will be useful in their future jobs (e. g. the design of learning environments and the evaluation of eLearning).

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

S (no information on SWS (weekly contact hours) and course language available)

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. 30 minutes) or c) report (approx. 15 pages)
Language of assessment: German, English

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

Bachelor' degree (1 major) Media Communication (2012)
Bachelor' degree (1 major) Media Communication (2010)

Module Catalogue for the Subject
Media Communication
Bachelor's with 1 major, 180 ECTS credits

Module title	Abbreviation
Research in Media Communication	06-MK-Fe-102-m01

Module coordinator	Module offered by
all four core Professorships of the degree programme Medienkommunikation (Media 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

The module provides deeper knowledge of the topics (concepts, theories, empirical analysis and practice) in media communication. Out of the four core areas of the degree programme (media psychology, media and business communication, media computer science, instructional psychology), one area or a combination of several areas may be addressed.

Intended learning outcomes

Students have gained expertise and social skills that are useful in basic, applied or contract research. They do not only have profound knowledge in the central subject areas, theories and methods of media communication but are also able to use this knowledge to solve research questions. In addition, they have acquired theoretical, empirical and application-oriented skills that may be useful in job-related situations (e. g . in the design of media formats and in the evaluation of media products).

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

S (no information on SWS (weekly contact hours) and course language available)

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. 30 minutes) or c) report (approx. 15 pages)
Language of assessment: German, English

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

Bachelor' degree (1 major) Media Communication (2012)
Bachelor' degree (1 major) Media Communication (2010)

Module Catalogue for the Subject
Media Communication
Bachelor's with 1 major, 180 ECTS credits

Thesis

(12 ECTS credits)

Module Catalogue for the Subject
Media Communication
Bachelor's with 1 major, 180 ECTS credits

UNIVERSITÄT WÜRZBURG

Module title	Abbreviation
Bachelor Thesis Media Communication	06-MK-BT-092-m01

Module coordinator	Module offered by
all four core Professorships of the degree programme Medienkommunikation (Media Communication)	Institute of Human Computer Media

ECTS	Method of grading	Only after succ. compl. of module(s)
12	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

Writing a Bachelor's thesis in accordance with academic requirements.

Intended learning outcomes

Introduction to academic writing and research, in-depth discussion of a branch of media communication. Knowledge of good academic practice as well as key publications and theories of a special field. Manuscript preparation and appraisal of work results.

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

C (no information on SWS (weekly contact hours) and course language available)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

Bachelor's thesis (approx. 30 pages)
Language of assessment: German, English

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

Bachelor' degree (1 major) Media Communication (2012)
Bachelor' degree (1 major) Media Communication (2010)

Module Catalogue for the Subject
Media Communication
Bachelor's with 1 major, 180 ECTS credits

Subject-specific Key Skills

(15 ECTS credits)

Module Catalogue for the Subject
Media Communication
Bachelor's with 1 major, 180 ECTS credits

Module title	Abbreviation
Internship	06-MK-Prakt-112-m01

Module coordinator	Module offered by
holder of the Professorship of Media and Business Communication	Professorship of Media and Business Communication

ECTS	Method of grading	Only after succ. compl. of module(s)
10	(not) successfully completed	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

The vocationally-oriented placement aims to provide an insight into the fields of activity in the media and communication business. The placement provides students with an opportunity to enhance their acquired knowledge and skills by applying them to practical issues.

Intended learning outcomes

The placement provides students with an opportunity to apply the knowledge and skills acquired at university to practical issues of the media business. They should obtain practical skills of different media professions and reflect those skills against the theoretical background of their university education.

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

P (no information on SWS (weekly contact hours) and course language available)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

placement report / fieldwork report / report on practical training / report on practical course / project report / report on technical course (approx. 8 pages)

Allocation of places

--

Additional information

Additional information on module duration: 8 weeks.

Workload

--

Teaching cycle

--

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

--

Module appears in

Bachelor' degree (1 major) Media Communication (2012)
Bachelor' degree (1 major) Media Communication (2010)

Module Catalogue for the Subject
Media Communication
Bachelor's with 1 major, 180 ECTS credits

Module title	Abbreviation
Information Literacy (Basic Level)	41-IK-BM-122-m01

Module coordinator	Module offered by
head of University Library	University Library

ECTS	Method of grading	Only after succ. compl. of module(s)
2	(not) successfully completed	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

Information literacy in an academic context: search strategies, resources, online searches, etc.

Intended learning outcomes

Students know what information is needed for what purpose. They are able to locate information that is relevant within their discipline(s) and beyond in a variety of resources and to evaluate this information. They recognise the difference in quality between information they have retrieved from specific, restricted access resources (databases) and information they have found on the free web. The module aims to equip students with the skills needed to find information and literature that is relevant to the topics of their papers.

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

Ü (no information on SWS (weekly contact hours) and course language available)

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. 60 minutes) or b) preparing and delivering a presentation with slides (approx. 10 minutes or approx. 5 minutes and 1 page) or c) completing exercises (approx. 10 exercises) or d) presentation without slides (approx. 30 minutes) or e) preparing and delivering a presentation with slides (approx. 5 minutes) and completing exercises (approx. 5 exercises) or f) presentation without slides (approx. 15 minutes) and completing exercises (approx. 5 exercises)

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

§ 99 (1) 1. Sprachheilpäd. Sonderpädagogik und Bezugswissenschaften der Sprachheilpädagogik SO

Module appears in

Bachelor' degree (1 major) Media Communication (2012)
Bachelor' degree (1 major) Media Communication (2010)
First state examination for the teaching degree Sonderpädagogik Speech and Language Pathology (2013)
First state examination for the teaching degree Sonderpädagogik Speech and Language Pathology (2009)

Module Catalogue for the Subject
Media Communication
Bachelor's with 1 major, 180 ECTS credits

Module title		Abbreviation
Academic techniques for scientific writing and presentation		06-MK-EinfWA-102-m01

Module coordinator		Module offered by
holder of the Chair of Media Psychology		Institute of Human Computer Media

ECTS	Method of grading	Only after succ. compl. of module(s)
3	(not) successfully completed	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

Fundamental methods and techniques of academic work such as: self-management (learning techniques, time and self-management), searching databases on the internet, documenting and citing sources. Reading, understanding and writing academic texts. Presentation techniques. Exercises, for example writing an academic exposé on a given topic, will provide students with an opportunity to put their acquired knowledge and skills into practice.

Intended learning outcomes

Students are familiar with central concepts and methods of academic work and thus display key skills that are essential for their university studies. They have learned how to use academic literature (literature search, documentation, reception, citations) and recognise the relevance and importance of academic writing and the structure(s) of academic papers. In addition, students have acquired skills required for (oral and written) assessments at university as well as essential self and time management skills.

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

S (no information on SWS (weekly contact hours) and course language available)

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. 30 minutes) or b) oral examination of one candidate each (approx. 15 minutes) or c) presentation (15 to 30 minutes) with written elaboration (approx. 10 pages) or d) term paper (approx. 15 pages) or e) portfolio (maximum 20 pages)

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

Bachelor' degree (1 major) Media Communication (2012)
Bachelor' degree (1 major) Media Communication (2010)