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: 2015
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	7
Compulsory Electives	20	25
Key Skills Area	20	35
General Key Skills	5	36
General Key Skills (subject-specific)		37
Subject-specific Key Skills	15	39
Thesis	12	54

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

Learning Outcomes

German contents and learning outcome available but not translated yet.

Berufsziele

Der Bachelorstudiengang Medienkommunikation bildet den ersten Teil der medienkommunikativen Ausbildung an der Universität Würzburg. Aufgrund der bestandenen Bachelorprüfung wird der akademische Grad eines „Bachelor of Science" („B.Sc.") verliehen, der einen ersten berufsqualifizierenden Abschluss darstellt. Mit dem Bachelorabschluss besitzen Studierende die grundlegende Qualifikation für Tätigkeiten in Institutionen und in der Privatwirtschaft. Absolventen und Absolventinnen sind durch ihre interdisziplinäre Ausbildung vielseitig einsetzbar und haben sehr gute Berufschancen, beispielsweise

- in der Lehre an Schulen, Hochschulen und Universitäten
- in Medienunternehmen, beispielsweise im Entertainment-, Marketing- oder Informationsbereich sowie in der Meinungs- und Marktforschung
- in unternehmenskommunikativen Berufsfeldern (PR, Interne Kommunikation, Werbung- und Markenkommunikation, Mediaplanung)
- in Medienproduktionszusammenhängen (Games, Social & Digital Media, Film- TV-Produktion, Zeitungs- & Zeitschriftenredaktionen, Radio)
- im öffentlichen Dienst (Landesmedienanstalten, Medienkompetenzzentren, Öffentlichkeitsarbeit).

Der Bachelorstudiengang legt aber auch die Grundlagen für den Masterstudiengang, der dann wiederum den Grundstein für eine wissenschaftliche und qualifiziert praktische Tätigkeit legt. Im Pflichtbereich des Bachelorstudiengangs erlangen Studierende Wissen über grundlegende Inhalte und wissenschaftliche Konzepte der verschiedenen Teilgebiete der Medienkommunikation und erwerben fundierte methodische Kenntnisse, wobei technische Expertise gleichfalls eine wichtige Rolle spielt. Dieses Wissen wird durch anwendungsnahe Angebote ergänzt. Im Wahlpflichtbereich haben Studierende die Möglichkeit, je nach ihren persönlichen Interessen Module auszuwählen und zu vertiefen.

Qualifikationsziele

Die im Studium erworbenen Kompetenzen beziehen sich auf allgemeine, methodisch/sozialwissenschaftliche und inhaltlich/fachtypische Aspekte. Die Absolventinnen und Absolventen verfügen nach dem erfolgreichen Abschluss des Studiums über die folgenden Kompetenzen:

- Die Absolventinnen und Absolventen besitzen forschungsmethodisches Wissen, analytisches Denken, Problemlösungskompetenz (auch technisch, informatische) und die Fähigkeit, wissenschaftliche Erkenntnisse und Literatur kritisch zu reflektieren und einzuordnen.
- Sie können erworbene Kenntnisse schriftlich und mündlich präsentieren, sind in der Lage, wissenschaftliche Texte nach den Standards des Faches zu verfassen und eigene wissenschaftliche Projekte durchzuführen.
- In methodischer Hinsicht haben sie solide theoretische Kenntnisse der Methoden der Medienkommunikation und fundierte Fähigkeiten im Bereich der Datenerhebung und Datenauswertung (Statistik) sowie grundlegende Fertigkeiten im Bereich der Medieninformatik erlangt.

Sie verfügen über fundierte Kenntnisse aus folgenden Teilgebieten der Medienkommunikation:

- Methodenlehre
- Mediensysteme (Presse/Rundfunk), Grundlagen der Sozialpsychologie und der Allgemeinen Psychologie
- Psychologie der Online- und Mobilkommunikation
- Digitale Medien (Digitalisierung, Entwicklung, Kompression, Speicherung, Produktion und Verarbeitung digitaler Medien)
- Psychologie Klassischer Medien und Neuer (Sozialer) Medien
- Rezeption und Wirkung von Massenmedien

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

- Marketing und Strategische Kommunikation
- Unternehmenskommunikation und Personal.

Wissenschaftliche Befähigung

- Die Absolvent:innen verfügen über kritisches Verständnis in verschiedenen Teilgebieten der Medienkommunikation (Methodenlehre (Statistik); Wirtschaftskommunikation, Kommunikationspsychologie und Neue Medien, Medienpsychologie, Medieninformatik, etc.), das den Stand der Fachliteratur sowie einige vertiefte Wissensbestände auf dem aktuellen Stand der Forschung einschließt.
- Die Absolvent:innen besitzen forschungsmethodisches Wissen und die Fähigkeit, wissenschaftliche Erkenntnisse und ausgewählte Literatur zu vergleichen und einzuordnen und an Beispielen zu vertiefen.
- Die Absolvent:innen sind in der Lage exemplarisch/ unter Anleitung, wissenschaftliche Untersuchungen zu planen, durchzuführen und zu bewerten.
- Die Absolvent:innen können die erworbenen methodischen Fähigkeiten einsetzen, um die Ergebnisse empirischer Untersuchungen auszuwerten, zu interpretieren und Schlussfolgerungen daraus zu ziehen.
- Die Absolvent:innen sind in der Lage, sich mit Hilfe von internationaler Fachliteratur in neue Gebiete einzuarbeiten und selbstständig Literatur für bislang neue Fragestellungen zu recherchieren, zu interpretieren und zu bewerten.
- Die Absolvent:innen sind befähigt, sich in neue Themengebiete der Medienkommunikation und Fragestellungen durch die Recherche aktueller Forschungsergebnisse einzuarbeiten. Sie können diese Themen- und Fragestellungen unter verschiedenen Zielsetzungen bearbeiten, darstellen und analysieren.
- Die Absolvent:innen sind in der Lage, Probleme und deren Lösungen zielgruppengerecht und (teilweise auch in englischer oder sonstiger Fremdsprache) aufzubereiten und darzustellen (teilweise auch medienunterstützt, Infografiken, Erklärvideos, Gamification, Podcasts etc.) und können ihr Wissen und Verstehen auf Tätigkeit und Beruf anwenden sowie Problemlösungen in ihrem Fachgebiet erarbeiten oder weiterentwickeln.

Befähigung zur Aufnahme einer Erwerbstätigkeit

- Die Absolvent:innen begründen das eigene berufliche Handeln mit theoretischem und methodischem Wissen.
- Die Absolvent:innen können die eigenen Fähigkeiten einschätzen, zudem reflektieren sie autonom sachbezogene Gestaltungs- und Entscheidungsfreiheiten und nutzen diese unter Anleitung, in dem sie ihre Erkenntnisse einem Fachpublikum oder einem Praxispublikum gegenüber darstellen und theoriegeleitet argumentieren.

Persönlichkeitsentwicklung

- Die Absolvent:innen kennen die Regeln guter wissenschaftlicher Praxis und reflektieren ihr berufliches Handeln in Bezug auf diese.
- Die Absolvent:innen sind in der Lage, konstruktiv und zielorientiert in einem Team zusammenzuarbeiten, unterschiedliche und abweichende Ansichten produktiv zur Zielerreichung zu nutzen und auftretende Konflikte zu lösen (Teamfähigkeit).

Befähigung zum gesellschaftlichen Engagement

- Die Absolvent:innen können gesellschaftliche Diskussionen auf der Basis selbst recherchierter objektiver Daten bewerten und angemessen diskutieren.
- Die Absolvent:innen können auf der Basis des erworbenen Wissens im gesellschaftlichen Diskurs begründet Position beziehen.
- Die Absolvent:innen haben die Bereitschaft und Fähigkeit entwickelt, ihre Kompetenzen in partizipative Prozesse einzubringen und aktiv an Entscheidungen mitzuwirken.

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:

>   **ASPO2015**

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

>   **09-Sep-2015 (2015-144)**

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-IPSY1-152-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

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 (2) + V (2) + 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)

written examination (approx. 100 minutes)
Language of assessment: German and/or English
creditable for bonus

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

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

Module title			Abbreviation
Instructional Psychology 2			06-MK-IPSY2-152-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

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 (2) + S (2) + 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)

written examination (approx. 100 minutes)
Language of assessment: German and/or English
creditable for bonus

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

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

UNIVERSITÄT WÜRZBURG
Julius-Maximilians-

Module title	Abbreviation
Media and Communication Science 1	06-MK-MKW1-152-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)
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)

V (2) + 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)

a) written examination (approx. 80 minutes) or
b) oral examination (approx. 30 minutes)
Language of assessment: German and/or English
creditable for bonus

Allocation of places

--

Additional information

--

Workload

240 h

Teaching cycle

--

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

--

Module appears in

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

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-MKW2-152-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)
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)

V (2) + 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)

a) written examination (approx. 60 minutes) or
b) oral examination (approx. 30 minutes)
Language of assessment: German and/or English
creditable for bonus

Allocation of places

--

Additional information

--

Workload

180 h

Teaching cycle

--

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

--

Module appears in

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

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

Module title		Abbreviation
Computer Science in Media 1		06-MK-MedInf1-152-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 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 (2) + Ü (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)

a) written examination (approx. 60 minutes) or
b) oral examination (approx. 20 minutes) or
c) term paper (approx. 20 pages) or
d) portfolio (approx. 20 pages)
Language of assessment: German and/or English
creditable for bonus

Allocation of places

--

Additional information

--

Workload

180 h

Teaching cycle

--

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

§ 22 II Nr. 3 b)

Module appears in

Bachelor's degree (1 major) Media Communication (2015)
First state examination for the teaching degree Gymnasium Computer Science (2015)
Bachelor's degree (1 major, 1 minor) Digital Humanities (2016)
Bachelor's degree (1 major, 1 minor) Digital Humanities (2018)

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-MedInf2-152-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 (2) + T (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)

a) written examination (approx. 60 minutes) or
b) oral examination (approx. 20 minutes) or
c) term paper (approx. 20 pages) or
d) portfolio (approx. 20 pages)
Language of assessment: German and/or English
creditable for bonus

Allocation of places

--

Additional information

--

Workload

180 h

Teaching cycle

--

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

§ 22 II Nr. 3 b)

Module appears in

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

First state examination for the teaching degree Gymnasium Computer Science (2015)

Bachelor's degree (1 major, 1 minor) Digital Humanities (2016)

Bachelor's degree (1 major, 1 minor) Digital Humanities (2018)

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-MedProd1-152-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)

V (2) + 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)

a) written examination (approx. 60 minutes) or
b) oral examination (approx. 20 minutes) or
c) term paper (approx. 20 pages) or
d) portfolio (approx. 20 pages)
Language of assessment: German and/or English
creditable for bonus

Allocation of places

--

Additional information

--

Workload

180 h

Teaching cycle

--

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

--

Module appears in

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

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-MedProd2-152-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)

V (2) + 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)

a) written examination (approx. 60 minutes) or
b) oral examination (approx. 20 minutes) or
c) term paper (approx. 20 pages) or
d) portfolio (approx. 20 pages)
Language of assessment: German and/or English
creditable for bonus

Allocation of places

--

Additional information

--

Workload

180 h

Teaching cycle

--

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

--

Module appears in

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

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

Module title		Abbreviation
Media Psychology 1		06-MK-MedPsy1-152-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)

V (2) + V (2) + 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)

a) written examination (approx. 120 minutes) or
b) oral examination (approx. 30 minutes)
Language of assessment: German and/or English
creditable for bonus

Allocation of places

--

Additional information

--

Workload

360 h

Teaching cycle

--

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

--

Module appears in

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

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

Module title		Abbreviation
Media Psychology 2		06-MK-MedPsy2-152-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)

V (2) + 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)

a) written examination (approx. 100 minutes) or
b) oral examination (approx. 30 minutes)
Language of assessment: German and/or English
creditable for bonus

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

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

Module title	Abbreviation
Statistics 1	06-PSY-STAT-1-152-m01

Module coordinator	Module offered by
holder of the Professorship of Psychological Research Methods	Institute of Psychology

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

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

The course gives an introduction to univariate and bivariate descriptive statistics and probability theory (descriptive statistics, graphic representations of data, probability theory, Bayes, distributions, binomial test, linear, nonlinear and multiple regression, correlation) as well as statistical methods of evaluation research. The application of computer-based data collection and -analysis is trained in exercises and explicitly tested in the exam.

Intended learning outcomes

Students acquire knowledge of various procedures of descriptive statistics and probability theory and their foundations as well as the ability to select adequate statistical methods for testing empirical questions, perform the procedures correctly with using computer-based data analysis, display the results reasonably and interpret them correctly.

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

S (4) + Ü (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)

written examination (approx. 120 minutes)
Language of assessment: German and/or English
creditable for bonus

Allocation of places

--

Additional information

--

Workload

180 h

Teaching cycle

Teaching cycle: every semester

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

--

Module appears in

Bachelor's degree (1 major) Psychology (2015)
Bachelor's degree (1 major) Human-Computer Systems (2015)
Bachelor's degree (1 major) Media Communication (2015)
Bachelor's degree (1 major) Human-Computer Systems (2016)
Bachelor's degree (1 major) Human-Computer Systems (2018)

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

Module title	Abbreviation
Statistics 2	06-PSY-STAT-2-152-m01

Module coordinator	Module offered by
holder of the Professorship of Psychological Research Methods	Institute of Psychology

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 of inferential statistics (sampling, estimation principles, confidence intervals, theory of Null hypothesis testing, parametric and nonparametric methods for univariate and bivariate data sets, tests of equivalence, contingency table analysis, analysis of variance). After the principles of statistical data analysis are discussed, computational procedures using computer-based data analysis are trained with examples and tested in the final exam.

Intended learning outcomes

Students possess knowledge of various inferential procedures and their foundations as well as the ability to select adequate statistical methods for testing empirical questions e.g. from evaluation research, perform these correctly, display the results reasonably and interpret them correctly.

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

S (4) + Ü (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)

written examination (approx. 120 minutes)
Language of assessment: German and/or English
creditable for bonus

Allocation of places

--

Additional information

--

Workload

180 h

Teaching cycle

Teaching cycle: every semester

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

--

Module appears in

Bachelor's degree (1 major) Psychology (2015)
Bachelor's degree (1 major) Human-Computer Systems (2015)
Bachelor's degree (1 major) Media Communication (2015)
Bachelor's degree (1 major) Human-Computer Systems (2016)
Bachelor's degree (1 major) Human-Computer Systems (2018)

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

Module title			Abbreviation	
Research Methods			06-MK-Meth1-152-m01	

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

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

Duration	Module level	Other prerequisites		
2 semester	undergraduate	--		

Contents

The module provides an insight into the main research methods: surveys and experiments as well as content analysis and observation. The theoretical fundamentals are taught and illustrated by examples. In addition, empirical data is collected and analysed using statistical software.

Intended learning outcomes

Students are able to plan, understand and critically evaluate surveys and experiments as well as content analyses and observations 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)

S (2) + S (2) + Ü (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)

a) written examination (approx. 120 minutes) or
b) oral examination (approx. 30 minutes)
Language of assessment: German and/or English
creditable for bonus

Allocation of places

--

Additional information

--

Workload

210 h

Teaching cycle

--

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

--

Module appears in

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

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

Module title		Abbreviation
Experimental Credit		06-MK-Meth2-152-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)
1	(not) successfully completed	--

Duration	Module level	Other prerequisites
2 semester	undergraduate	--

Contents

Participation in experimental studies (30 hours).

Intended learning outcomes

Participating as subjects, students will gain practical insights into empirical studies. They will obtain an overview of current research and data collection techniques as well as their practical implementation. In addition, students will develop an awareness of the ethical responsibility of researchers.

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

P (0)

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

Acting as a participant in studies (30 hours)
Language of assessment: German and/or English

Allocation of places

--

Additional information

--

Workload

30 h

Teaching cycle

--

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

--

Module appears in

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

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

UNIVERSITÄT WÜRZBURG
Julius-Maximilians-

Module title	Abbreviation
Business, Market and Media 1	06-MK-WMM1-152-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 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)

V (2) + V (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)

a) written examination (approx. 100 minutes) or
b) oral examination (approx. 30 minutes)
Language of assessment: German and/or English
creditable for bonus

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

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-WMM2-152-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)	
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 (2) + T (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)

a) written examination (approx. 80 minutes) or
b) oral examination (20 minutes) or
c) term paper (approx. 15 to 20 pages) or
d) portfolio (approx. 20 pages)
Language of assessment: German and/or English

Allocation of places

--

Additional information

--

Workload

240 h

Teaching cycle

--

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

--

Module appears in

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

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

Module title		Abbreviation
Practice		06-MK-PRAX-152-m01

Module coordinator		Module offered by
holder of the Chair of Media Psychology, holder of the Chair of Instructional Psychology and New Media, holder of the Professorship of Media and Business Communication, holder of the Professorship of Media Informatics		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)

Ü (2) + 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. 20 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's degree (1 major) Media Communication (2015)

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-VertMP1-152-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 (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's degree (1 major) Media Communication (2015)

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-VertKW1-152-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's degree (1 major) Media Communication (2015)

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-VertMI1-152-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, create digital artifacts and present them.

Intended learning outcomes

Students should obtain practical expertise that is useful in the workplace. 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 (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's degree (1 major) Media Communication (2015)

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-VertIP1-152-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 (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's degree (1 major) Media Communication (2015)

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

Module title		Abbreviation
Advanced studies Media Psychology 2		06-MK-VertMP2-152-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 (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's degree (1 major) Media Communication (2015)

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-VertKW2-152-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's degree (1 major) Media Communication (2015)

UNIVERSITÄT WÜRZBURG

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-VertMI2-152-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, 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 (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's degree (1 major) Media Communication (2015)

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-VertIP2-152-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 (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's degree (1 major) Media Communication (2015)

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

Module title	Abbreviation
Research in Media Communication	06-MK-Fo-152-m01

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

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 (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's degree (1 major) Media Communication (2015)
Bachelor's degree (1 major) Media Communication (2016)
Bachelor's degree (1 major) Media Communication (2018)

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

Key Skills Area

(20 ECTS credits)

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

General Key Skills

(5 ECTS credits)

In the area of general transferable skills, students may select, in addition to the modules listed here, modules offered as part of the pool of general transferable skills (ASQ) of JMU.

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

General Key Skills (subject-specific)

(ECTS credits)

Bachelor's with 1 major Media Communication (2015)
JMU Würzburg • generated 07-Mai-2025 • exam. reg. data record Bachelor (180 ECTS) Medienkommunikation - 2015
page 37 / 55

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

Module title	Abbreviation
Work experience as teaching assistant	06-MK-Tut-152-m01

Module coordinator	Module offered by
holder of the Chair of Media Psychology, holder of the Chair of Psychology of Communication and New Media, holder of the Professorship of Media and Business Communication, holder of the Professorship of Media Informatics	Institute of Human Computer Media

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

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

This module includes work experience as a tutor within a tutorial offered by a professorship of the Institute of Human-Computer-Media.

Intended learning outcomes

Students should develop the ability to supervise academic seminars or study groups as well as to didactically prepare and present contents. In addition, they should develop the ability to impart to the participants of the seminar or study group the necessary knowledge and skills as well as to work interactively with participants to help them overcome problems of understanding.

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

P (0)

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

presentation with written elaboration (approx. 10 pages)
Language of assessment: German and/or English

Allocation of places

--

Additional information

--

Workload

150 h

Teaching cycle

--

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

--

Module appears in

Bachelor's degree (1 major) Media Communication (2015)
Bachelor's degree (1 major) Media Communication (2016)
Bachelor's degree (1 major) Media Communication (2018)
Bachelor's degree (1 major) Media Communication (2021)

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

Subject-specific Key Skills

(15 ECTS credits)

UNIVERSITÄT WÜRZBURG
Julius-Maximilians-

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

Module title		Abbreviation
Internship		06-MK-Prakt-152-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	(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 (0)

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

report (approx. 8 pages)
Language of assessment: German and/or English

Allocation of places

--

Additional information

Additional information on module duration: 8 weeks.

Workload

300 h

Teaching cycle

--

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

--

Module appears in

Bachelor's degree (1 major) Media Communication (2015)
Bachelor's degree (1 major) Media Communication (2016)
Bachelor's degree (1 major) Media Communication (2018)
Bachelor's degree (1 major) Media Communication (2021)

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

UNIVERSITÄT WÜRZBURG
Julius-Maximilians-

Module title		Abbreviation
Information Literacy (Basic Level)		41-IK-BM-152-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, reference management, copyright, 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 (0.5)

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

presentation (approx. 15 minutes) with written elaboration (approx. 2 pages)

Allocation of places

--

Additional information

Additional information on module duration: usually block taught during semester break.

Workload

60 h

Teaching cycle

--

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

§ 99 I Nr. 1 (2 ECTS credits)

Module appears in

Bachelor's degree (1 major) Biology (2011)
Bachelor's degree (1 major) Chemistry (2010)
Bachelor's degree (1 major) Psychology (2010)
Bachelor's degree (1 major, 1 minor) Pedagogy (2013)
Bachelor's degree (1 major, 1 minor) Political and Social Studies (2013)
Bachelor's degree (1 major, 1 minor) Russian Language and Culture (2008)
Bachelor's degree (2 majors) Special Education (2009)
Magister Theologiae Catholic Theology (2013)
First state examination for the teaching degree Grundschule English (2009)
First state examination for the teaching degree Grundschule Biology (2009)
First state examination for the teaching degree Grundschule Chemistry (2009)
First state examination for the teaching degree Grundschule Geography (2009)
First state examination for the teaching degree Grundschule Protestant Theology (2009)
First state examination for the teaching degree Grundschule German (2009)

Julius-Maximilians-
UNIVERSITÄT
WÜRZBURG

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

First state examination for the teaching degree Grundschule History (2009)
First state examination for the teaching degree Grundschule History (2015)
First state examination for the teaching degree Grundschule Catholic Theology (2009)
First state examination for the teaching degree Grundschule Mathematics (2009)
First state examination for the teaching degree Grundschule Music (2009)
First state examination for the teaching degree Grundschule Physics (2009)
First state examination for the teaching degree Grundschule Social Science (2009)
First state examination for the teaching degree Grundschule Science of Sport (2009)
First state examination for the teaching degree Hauptschule English (2009)
First state examination for the teaching degree Hauptschule Biology (2009)
First state examination for the teaching degree Hauptschule Chemistry (2009)
First state examination for the teaching degree Hauptschule Geography (2009)
First state examination for the teaching degree Hauptschule Protestant Theology (2009)
First state examination for the teaching degree Hauptschule German (2009)
First state examination for the teaching degree Hauptschule History (2009)
First state examination for the teaching degree Hauptschule Catholic Theology (2009)
First state examination for the teaching degree Hauptschule Mathematics (2009)
First state examination for the teaching degree Hauptschule Music (2009)
First state examination for the teaching degree Hauptschule Physics (2009)
First state examination for the teaching degree Hauptschule Social Science (2009)
First state examination for the teaching degree Hauptschule Science of Sport (2009)
First state examination for the teaching degree Realschule English (2009)
First state examination for the teaching degree Realschule Biology (2009)
First state examination for the teaching degree Realschule Chemistry (2009)
First state examination for the teaching degree Realschule Geography (2009)
First state examination for the teaching degree Realschule Protestant Theology (2009)
First state examination for the teaching degree Realschule French Studies (2009)
First state examination for the teaching degree Realschule German (2009)
First state examination for the teaching degree Realschule History (2009)
First state examination for the teaching degree Realschule Computer Science (2012)
First state examination for the teaching degree Realschule Catholic Theology (2009)
First state examination for the teaching degree Realschule Mathematics (2009)
First state examination for the teaching degree Realschule Music (2009)
First state examination for the teaching degree Realschule Physics (2009)
First state examination for the teaching degree Realschule Science of Sport (2009)
First state examination for the teaching degree Gymnasium English (2009)
First state examination for the teaching degree Gymnasium Biology (2009)
First state examination for the teaching degree Gymnasium Chemistry (2009)
First state examination for the teaching degree Gymnasium Geography (2009)
First state examination for the teaching degree Gymnasium French Studies (2009)
First state examination for the teaching degree Gymnasium German (2009)
First state examination for the teaching degree Gymnasium History (2009)
First state examination for the teaching degree Gymnasium Greek Philology (2009)
First state examination for the teaching degree Gymnasium Computer Science (2009)
First state examination for the teaching degree Gymnasium Italian Studies (2009)
First state examination for the teaching degree Gymnasium Catholic Theology (2009)
First state examination for the teaching degree Gymnasium Latin Philology (2009)
First state examination for the teaching degree Gymnasium Mathematics (2012)
First state examination for the teaching degree Gymnasium Mathematics (2009)
First state examination for the teaching degree Gymnasium Music (2009)
First state examination for the teaching degree Gymnasium Physics (2009)
First state examination for the teaching degree Gymnasium Russian (2009)
First state examination for the teaching degree Gymnasium Social Science (2009)

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

First state examination for the teaching degree Gymnasium Spanish Studies (2009)
First state examination for the teaching degree Gymnasium Science of Sport (2009)
First state examination for the teaching degree Gymnasium Music Education, Advanced Studies (2009)
First state examination for the teaching degree Sonderpädagogik Pedagogy of Secondary Education (2009)
First state examination for the teaching degree Sonderpädagogik Pedagogy of Primary Education (2009)
First state examination for the teaching degree Sonderpädagogik Teaching at the German Mittelschule (2013)
First state examination for the teaching degree Mittelschule English (2013)
First state examination for the teaching degree Mittelschule Biology (2013)
First state examination for the teaching degree Mittelschule Chemistry (2013)
First state examination for the teaching degree Mittelschule Geography (2013)
First state examination for the teaching degree Mittelschule Protestant Theology (2013)
First state examination for the teaching degree Mittelschule German (2013)
First state examination for the teaching degree Mittelschule History (2013)
First state examination for the teaching degree Mittelschule Catholic Theology (2013)
First state examination for the teaching degree Mittelschule Mathematics (2013)
First state examination for the teaching degree Mittelschule Physics (2013)
First state examination for the teaching degree Mittelschule Social Science (2013)
First state examination for the teaching degree Mittelschule Science of Sport (2013)
Bachelor's degree (2 majors) English and American Studies (2009)
Bachelor's degree (2 majors) German Language and Literature (2013)
Bachelor's degree (1 major) Biochemistry (2015)
Bachelor's degree (1 major) Chemistry (2015)
Bachelor's degree (1 major) Geography (2015)
Bachelor's degree (1 major) Mathematics (2015)
Bachelor's degree (1 major) Musicology (2015)
Bachelor's degree (1 major) Physics (2015)
Bachelor's degree (1 major) Psychology (2015)
Bachelor's degree (1 major) Business Management and Economics (2015)
Bachelor's degree (1 major) Nanostructure Technology (2015)
Bachelor's degree (1 major) Music Education (2015)
Bachelor's degree (1 major) Computational Mathematics (2015)
Bachelor's degree (1 major) Media Communication (2015)
Bachelor's degree (1 major) Political and Social Studies (2015)
Bachelor's degree (1 major) Functional Materials (2015)
Bachelor's degree (1 major) Academic Speech Therapy (2015)
Bachelor's degree (1 major) Indology/South Asian Studies (2015)
Bachelor's degree (1 major, 1 minor) Egyptology (2015)
Bachelor's degree (1 major, 1 minor) Pedagogy (2015)
Bachelor's degree (1 major, 1 minor) History (2015)
Bachelor's degree (1 major, 1 minor) Musicology (2015)
Bachelor's degree (1 major, 1 minor) Philosophy (2015)
Bachelor's degree (1 major, 1 minor) Pre- and Protohistoric Archaeology (2015)
Bachelor's degree (1 major, 1 minor) Ancient World (2015)
Bachelor's degree (1 major, 1 minor) Philosophy and Religion (2015)
Bachelor's degree (1 major, 1 minor) Theological Studies (2015)
Bachelor's degree (1 major, 1 minor) Political and Social Studies (2015)
Bachelor's degree (1 major, 1 minor) Russian Language and Culture (2015)
Bachelor's degree (1 major, 1 minor) German Language and Literature (2015)
Bachelor's degree (2 majors) Egyptology (2015)
Bachelor's degree (2 majors) Pedagogy (2015)
Bachelor's degree (2 majors) Protestant Theology (2015)
Bachelor's degree (2 majors) Musicology (2015)
Bachelor's degree (2 majors) Philosophy (2015)

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

Bachelor's degree (2 majors) Special Education (2015)
Bachelor's degree (2 majors) Pre- and Protohistoric Archaeology (2015)
Bachelor's degree (2 majors) Latin Philology (2015)
Bachelor's degree (2 majors) Music Education (2015)
Bachelor's degree (2 majors) Philosophy and Religion (2015)
Bachelor's degree (2 majors) Theological Studies (2015)
Bachelor's degree (2 majors) Political and Social Studies (2015)
Bachelor's degree (2 majors) Russian Language and Culture (2015)
Bachelor's degree (2 majors) Greek Philology (2015)
Bachelor's degree (2 majors) European Ethnology (2015)
Bachelor's degree (2 majors) Indology/South Asian Studies (2015)
First state examination for the teaching degree Grundschule English (2015)
First state examination for the teaching degree Grundschule Biology (2015)
First state examination for the teaching degree Grundschule Chemistry (2015)
First state examination for the teaching degree Grundschule Geography (2015)
First state examination for the teaching degree Grundschule German (2015)
First state examination for the teaching degree Grundschule Catholic Theology (2015)
First state examination for the teaching degree Grundschule Mathematics (2015)
First state examination for the teaching degree Grundschule Pedagogy of Primary Education (2015)
First state examination for the teaching degree Grundschule Physics (2015)
First state examination for the teaching degree Grundschule Social Science (2015)
First state examination for the teaching degree Grundschule Didactics in English (Primary School) (2015)
First state examination for the teaching degree Grundschule Didactics in Biology (Primary School) (2015)
First state examination for the teaching degree Grundschule Didactics in Chemistry (Primary School) (2015)
First state examination for the teaching degree Grundschule Didactics in Geography (Primary School) (2015)
First state examination for the teaching degree Grundschule Didactics in German (Primary School) (2015)
First state examination for the teaching degree Grundschule Didactics in History (Primary School) (2015)
First state examination for the teaching degree Grundschule Didactics in Catholic Theology (Primary School) (2015)
First state examination for the teaching degree Grundschule Art Education in Primary School (2015)
First state examination for the teaching degree Grundschule Didactics in Science of Sport (Primary School) (2015)
First state examination for the teaching degree Grundschule Didactics in Mathematics (Primary School) (2015)
First state examination for the teaching degree Grundschule Music Education in Primary School (2015)
First state examination for the teaching degree Grundschule Didactics in Physics (Primary School) (2015)
First state examination for the teaching degree Grundschule Didactics in Social Science (Primary School) (2015)
First state examination for the teaching degree Grundschule Science of Sport (2015)
First state examination for the teaching degree Realschule English (2015)
First state examination for the teaching degree Realschule Biology (2015)
First state examination for the teaching degree Realschule Chemistry (2015)
First state examination for the teaching degree Realschule Geography (2015)
First state examination for the teaching degree Realschule Protestant Theology (2015)
First state examination for the teaching degree Realschule French Studies (2015)
First state examination for the teaching degree Realschule German (2015)
First state examination for the teaching degree Realschule History (2015)
First state examination for the teaching degree Realschule Computer Science (2015)
First state examination for the teaching degree Realschule Catholic Theology (2015)
First state examination for the teaching degree Realschule Mathematics (2015)
First state examination for the teaching degree Realschule Physics (2015)
First state examination for the teaching degree Realschule Science of Sport (2015)
First state examination for the teaching degree Gymnasium English (2015)
First state examination for the teaching degree Gymnasium Biology (2015)
First state examination for the teaching degree Gymnasium Chemistry (2015)
First state examination for the teaching degree Gymnasium Geography (2015)

UNIVERSITÄT WÜRZBURG
Julius-Maximilians-

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

First state examination for the teaching degree Gymnasium French Studies (2015)
First state examination for the teaching degree Gymnasium German (2015)
First state examination for the teaching degree Gymnasium History (2015)
First state examination for the teaching degree Gymnasium Greek Philology (2015)
First state examination for the teaching degree Gymnasium Computer Science (2015)
First state examination for the teaching degree Gymnasium Italian Studies (2015)
First state examination for the teaching degree Gymnasium Catholic Theology (2015)
First state examination for the teaching degree Gymnasium Latin Philology (2015)
First state examination for the teaching degree Gymnasium Mathematics (2015)
First state examination for the teaching degree Gymnasium Physics (2015)
First state examination for the teaching degree Gymnasium Russian (2015)
First state examination for the teaching degree Gymnasium Social Science (2015)
First state examination for the teaching degree Gymnasium Spanish Studies (2015)
First state examination for the teaching degree Gymnasium Science of Sport (2015)
First state examination for the teaching degree Sonderpädagogik Pedagogy of Primary Education (2015)
First state examination for the teaching degree Sonderpädagogik Speech and Language Pathology (2015)
First state examination for the teaching degree Sonderpädagogik Didactics in German (Primary School) (2015)
First state examination for the teaching degree Sonderpädagogik Didactics in Catholic Theology (Primary School) (2015)
First state examination for the teaching degree Sonderpädagogik Art Education in Primary School (2015)
First state examination for the teaching degree Sonderpädagogik Didactics in Science of Sport (Primary School) (2015)
First state examination for the teaching degree Sonderpädagogik Didactics in Mathematics (Primary School) (2015)
First state examination for the teaching degree Sonderpädagogik Music Education in Primary School (2015)
First state examination for the teaching degree Sonderpädagogik Didactics in English (Middle School) (2015)
First state examination for the teaching degree Sonderpädagogik Ergonomics (Teaching at the German Mittelschule) (2015)
First state examination for the teaching degree Sonderpädagogik Didactics in Biology (Middle School) (2015)
First state examination for the teaching degree Sonderpädagogik Didactics in Chemistry (Middle School) (2015)
First state examination for the teaching degree Sonderpädagogik Didactics in Geography (Middle School) (2015)
First state examination for the teaching degree Sonderpädagogik Didactics in Protestant Theology (Middle School) (2015)
First state examination for the teaching degree Sonderpädagogik Didactics in German (Middle School) (2015)
First state examination for the teaching degree Sonderpädagogik Didactics in History (Middle School) (2015)
First state examination for the teaching degree Sonderpädagogik Didactics in Catholic Theology (Middle School) (2015)
First state examination for the teaching degree Sonderpädagogik Art Education in Middle School (2015)
First state examination for the teaching degree Sonderpädagogik Didactics in Science of Sport (Middle School) (2015)
First state examination for the teaching degree Sonderpädagogik Didactics in Mathematics (Middle School) (2015)
First state examination for the teaching degree Sonderpädagogik Music Education in Middle School (2015)
First state examination for the teaching degree Sonderpädagogik Didactics in Physics (Middle School) (2015)
First state examination for the teaching degree Sonderpädagogik Didactics in Social Science (Middle School) (2015)
First state examination for the teaching degree Sonderpädagogik Teaching at the German Mittelschule (2015)
First state examination for the teaching degree Mittelschule English (2015)
First state examination for the teaching degree Mittelschule Biology (2015)
First state examination for the teaching degree Mittelschule Chemistry (2015)
First state examination for the teaching degree Mittelschule Geography (2015)
First state examination for the teaching degree Mittelschule Protestant Theology (2015)
First state examination for the teaching degree Mittelschule German (2015)

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

First state examination for the teaching degree Mittelschule History (2015)

First state examination for the teaching degree Mittelschule Catholic Theology (2015)

First state examination for the teaching degree Mittelschule Mathematics (2015)

First state examination for the teaching degree Mittelschule Physics (2015)

First state examination for the teaching degree Mittelschule Social Science (2015)

First state examination for the teaching degree Mittelschule Didactics in English (Middle School) (2015)

First state examination for the teaching degree Mittelschule Ergonomics (Teaching at the German Mittelschule) (2015)

First state examination for the teaching degree Mittelschule Didactics in Biology (Middle School) (2015)

First state examination for the teaching degree Mittelschule Didactics in Chemistry (Middle School) (2015)

First state examination for the teaching degree Mittelschule Didactics in Geography (Middle School) (2015)

First state examination for the teaching degree Mittelschule Didactics in Protestant Theology (Middle School) (2015)

First state examination for the teaching degree Mittelschule Didactics in German (Middle School) (2015)

First state examination for the teaching degree Mittelschule Didactics in History (Middle School) (2015)

First state examination for the teaching degree Mittelschule Didactics in Catholic Theology (Middle School) (2015)

First state examination for the teaching degree Mittelschule Art Education in Middle School (2015)

First state examination for the teaching degree Mittelschule Didactics in Science of Sport (Middle School) (2015)

First state examination for the teaching degree Mittelschule Didactics in Mathematics (Middle School) (2015)

First state examination for the teaching degree Mittelschule Music Education in Middle School (2015)

First state examination for the teaching degree Mittelschule Didactics in Physics (Middle School) (2015)

First state examination for the teaching degree Mittelschule Didactics in Social Science (Middle School) (2015)

First state examination for the teaching degree Mittelschule Science of Sport (2015)

First state examination for the teaching degree Mittelschule Teaching at the German Mittelschule (2015)

Bachelor's degree (2 majors) Geography (2015)

Bachelor's degree (2 majors) French Studies (2015)

Bachelor's degree (2 majors) History (2015)

Bachelor's degree (2 majors) Sport Science (Focus on health and Pedagogics in Movement) (2015)

Bachelor's degree (2 majors) German Language and Literature (2015)

Bachelor's degree (1 major) Mathematical Physics (2016)

First state examination for the teaching degree Grundschule Protestant Theology (2015)

First state examination for the teaching degree Grundschule Music (2015)

First state examination for the teaching degree Grundschule Didactics in Protestant Theology (Primary School) (2015)

First state examination for the teaching degree Realschule Music (2015)

First state examination for the teaching degree Gymnasium Music (2015)

First state examination for the teaching degree Gymnasium Music Education, Advanced Studies (2015)

First state examination for the teaching degree Sonderpädagogik Didactics in Protestant Theology (Primary School) (2015)

First state examination for the teaching degree Mittelschule Music (2015)

Bachelor's degree (1 major, 1 minor) French Studies (2016)

Bachelor's degree (2 majors) French Studies (2016)

Bachelor's degree (1 major, 1 minor) Italian Studies (2016)

Bachelor's degree (2 majors) Italian Studies (2016)

Bachelor's degree (1 major, 1 minor) Spanish Studies (2016)

Bachelor's degree (2 majors) Spanish Studies (2016)

Bachelor's degree (1 major) Romanic Languages (French/Italian) (2016)

Bachelor's degree (1 major) Romanic Languages (French/Spanish) (2016)

Bachelor's degree (1 major) Romanic Languages (Italian/Spanish) (2016)

Bachelor's degree (1 major) Business Information Systems (2016)

First state examination for the teaching degree Gymnasium French Studies (2016)

First state examination for the teaching degree Gymnasium Italian Studies (2016)

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

First state examination for the teaching degree Gymnasium Spanish Studies (2016)

First state examination for the teaching degree Realschule French Studies (2016)

Bachelor's degree (1 major) Games Engineering (2016)

Bachelor's degree (1 major, 1 minor) English and American Studies (2016)

Bachelor's degree (2 majors) English and American Studies (2016)

First state examination for the teaching degree Grundschule English (2016)

First state examination for the teaching degree Grundschule Didactics in English (Primary School) (2016)

First state examination for the teaching degree Realschule English (2016)

First state examination for the teaching degree Gymnasium English (2016)

First state examination for the teaching degree Mittelschule English (2016)

First state examination for the teaching degree Mittelschule Didactics in English (Middle School) (2016)

First state examination for the teaching degree Sonderpädagogik Didactics in English (Middle School) (2016)

Bachelor's degree (1 major) Media Communication (2016)

Bachelor's degree (1 major) Food Chemistry (2016)

Bachelor's degree (1 major, 1 minor) Digital Humanities (2016)

Bachelor's degree (1 major) Biology (2017)

Bachelor's degree (1 major, 1 minor) Geography (2017)

Bachelor's degree (1 major, 1 minor) History of Medieval and Modern Art (2017)

Bachelor's degree (2 majors) History of Medieval and Modern Art (2017)

Bachelor's degree (2 majors) Comparative Indo-European Linguistics (2017)

Bachelor's degree (1 major) Aerospace Computer Science (2017)

Bachelor's degree (1 major) Biochemistry (2017)

Bachelor's degree (1 major) Chemistry (2017)

Bachelor's degree (1 major, 1 minor) Museology and material culture (2017)

Bachelor's degree (1 major) Economathematics (2017)

Bachelor's degree (1 major) Games Engineering (2017)

Bachelor's degree (1 major) Computer Science (2017)

First state examination for the teaching degree Gymnasium Greek Philology (2018)

Bachelor's degree (1 major) Media Communication (2018)

Bachelor's degree (1 major) Biomedicine (2018)

Bachelor's degree (1 major) Human-Computer Systems (2018)

Bachelor's degree (2 majors) Classical Archaeology (2018)

Bachelor's degree (1 major, 1 minor) Classical Archaeology (2018)

Bachelor's degree (1 major, 1 minor) Digital Humanities (2018)

Bachelor's degree (2 majors) Digital Humanities (2018)

First state examination for the teaching degree Grundschule Physics (2018)

First state examination for the teaching degree Grundschule Didactics in Physics (Primary School) (2018)

First state examination for the teaching degree Realschule Physics (2018)

First state examination for the teaching degree Gymnasium Physics (2018)

First state examination for the teaching degree Mittelschule Physics (2018)

First state examination for the teaching degree Sonderpädagogik Didactics in Physics (Middle School) (2018)

First state examination for the teaching degree Mittelschule Didactics in Physics (Middle School) (2018)

Bachelor's degree (1 major) Computer Science (2019)

First state examination for the teaching degree Gymnasium Mathematics (2019)

Bachelor's degree (1 major, 1 minor) English and American Studies (2019)

Bachelor's degree (1 major) Indology/South Asian Studies (2019)

Bachelor's degree (1 major) Business Information Systems (2019)

Bachelor's degree (2 majors) Indology/South Asian Studies (2019)

Bachelor's degree (1 major) Business Management and Economics (2019)

Bachelor's degree (1 major) Modern China (2019)

Bachelor's degree (1 major) Biomedicine (2020)

Bachelor's degree (1 major) Pedagogy (2020)

Bachelor's degree (1 major) Political and Social Studies (2020)

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

Bachelor's degree (1 major) Business Information Systems (2020)

Bachelor's degree (1 major, 1 minor) Political and Social Studies (2020)

Bachelor's degree (2 majors) European Ethnology (2020)

Bachelor's degree (2 majors) Political and Social Studies (2020)

Bachelor's degree (2 majors) Special Education (2020)

First state examination for the teaching degree Mittelschule Biology (2020 (Prüfungsordnungsversion 2015))

First state examination for the teaching degree Sonderpädagogik Didactics in Biology (Middle School) (2020 (Prüfungsordnungsversion 2015))

First state examination for the teaching degree Mittelschule Didactics in Biology (Middle School) (2020 (Prüfungsordnungsversion 2015))

First state examination for the teaching degree Mittelschule Chemistry (2020 (Prüfungsordnungsversion 2015))

First state examination for the teaching degree Mittelschule Didactics in Chemistry (Middle School) (2020 (Prüfungsordnungsversion 2015))

First state examination for the teaching degree Mittelschule German (2020 (Prüfungsordnungsversion 2015))

First state examination for the teaching degree Mittelschule Didactics in German (Middle School) (2020 (Prüfungsordnungsversion 2015))

First state examination for the teaching degree Mittelschule English (2020 (Prüfungsordnungsversion 2016))

First state examination for the teaching degree Mittelschule Didactics in English (Middle School) (2020 (Prüfungsordnungsversion 2016))

First state examination for the teaching degree Mittelschule Protestant Theology (2020 (Prüfungsordnungsversion 2015))

First state examination for the teaching degree Mittelschule Didactics in Protestant Theology (Middle School) (2020 (Prüfungsordnungsversion 2015))

First state examination for the teaching degree Mittelschule Geography (2020 (Prüfungsordnungsversion 2015))

First state examination for the teaching degree Mittelschule Didactics in Geography (Middle School) (2020 (Prüfungsordnungsversion 2015))

First state examination for the teaching degree Mittelschule History (2020 (Prüfungsordnungsversion 2015))

First state examination for the teaching degree Mittelschule Didactics in History (Middle School) (2020 (Prüfungsordnungsversion 2015))

First state examination for the teaching degree Mittelschule Catholic Theology (2020 (Prüfungsordnungsversion 2015))

First state examination for the teaching degree Mittelschule Didactics in Catholic Theology (Middle School) (2020 (Prüfungsordnungsversion 2015))

First state examination for the teaching degree Mittelschule Mathematics (2020 (Prüfungsordnungsversion 2015))

First state examination for the teaching degree Mittelschule Didactics in Mathematics (Middle School) (2020 (Prüfungsordnungsversion 2015))

First state examination for the teaching degree Mittelschule Art Education in Middle School (2020 (Prüfungsordnungsversion 2015))

First state examination for the teaching degree Mittelschule Science of Sport (2020 (Prüfungsordnungsversion 2015))

First state examination for the teaching degree Mittelschule Didactics in Science of Sport (Middle School) (2020 (Prüfungsordnungsversion 2015))

First state examination for the teaching degree Mittelschule Music (2020 (Prüfungsordnungsversion 2015))

First state examination for the teaching degree Mittelschule Music Education in Middle School (2020 (Prüfungsordnungsversion 2015))

First state examination for the teaching degree Mittelschule Teaching at the German Mittelschule (2020 (Prüfungsordnungsversion 2015))

First state examination for the teaching degree Sonderpädagogik Didactics in English (Middle School) (2020 (Prüfungsordnungsversion 2016))

First state examination for the teaching degree Sonderpädagogik Didactics in Chemistry (Middle School) (2020 (Prüfungsordnungsversion 2015))

First state examination for the teaching degree Sonderpädagogik Didactics in Geography (Middle School) (2020 (Prüfungsordnungsversion 2015))

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

First state examination for the teaching degree Sonderpädagogik Didactics in Protestant Theology (Middle School) (2020 (Prüfungsordnungsversion 2015))

First state examination for the teaching degree Sonderpädagogik Didactics in German (Middle School) (2020 (Prüfungsordnungsversion 2015))

First state examination for the teaching degree Sonderpädagogik Didactics in History (Middle School) (2020 (Prüfungsordnungsversion 2015))

First state examination for the teaching degree Sonderpädagogik Didactics in Catholic Theology (Middle School) (2020 (Prüfungsordnungsversion 2015))

First state examination for the teaching degree Sonderpädagogik Art Education in Middle School (2020 (Prüfungsordnungsversion 2015))

First state examination for the teaching degree Sonderpädagogik Didactics in Science of Sport (Middle School) (2020 (Prüfungsordnungsversion 2015))

First state examination for the teaching degree Sonderpädagogik Didactics in Mathematics (Middle School) (2020 (Prüfungsordnungsversion 2015))

First state examination for the teaching degree Sonderpädagogik Music Education in Middle School (2020 (Prüfungsordnungsversion 2015))

First state examination for the teaching degree Sonderpädagogik Teaching at the German Mittelschule (2020 (Prüfungsordnungsversion 2015))

First state examination for the teaching degree Sonderpädagogik Art Education in Primary School (2020 (Prüfungsordnungsversion 2015))

First state examination for the teaching degree Sonderpädagogik Music Education in Primary School (2020 (Prüfungsordnungsversion 2015))

First state examination for the teaching degree Sonderpädagogik Didactics in Science of Sport (Primary School) (2020 (Prüfungsordnungsversion 2015))

First state examination for the teaching degree Sonderpädagogik Didactics in German (Primary School) (2020 (Prüfungsordnungsversion 2015))

First state examination for the teaching degree Sonderpädagogik Didactics in Mathematics (Primary School) (2020 (Prüfungsordnungsversion 2015))

First state examination for the teaching degree Sonderpädagogik Pedagogy of Primary Education (2020 (Prüfungsordnungsversion 2015))

First state examination for the teaching degree Sonderpädagogik Didactics in Protestant Theology (Primary School) (2020 (Prüfungsordnungsversion 2015))

First state examination for the teaching degree Sonderpädagogik Didactics in Catholic Theology (Primary School) (2020 (Prüfungsordnungsversion 2015))

Bachelor's degree (1 major) Physics (2020)

Bachelor's degree (1 major) Nanostructure Technology (2020)

Bachelor's degree (1 major) Mathematical Physics (2020)

Bachelor's degree (1 major) Aerospace Computer Science (2020)

Bachelor's degree (1 major, 1 minor) Museology and material culture (2020)

First state examination for the teaching degree Grundschule Didactics in Physics (Primary School) (2020)

First state examination for the teaching degree Grundschule Physics (2020)

First state examination for the teaching degree Gymnasium Physics (2020)

First state examination for the teaching degree Realschule Physics (2020)

First state examination for the teaching degree Sonderpädagogik Didactics in Physics (Middle School) (2020)

First state examination for the teaching degree Mittelschule Didactics in Physics (Middle School) (2020)

First state examination for the teaching degree Mittelschule Physics (2020)

Bachelor's degree (1 major, 1 minor) Pedagogy (2020)

Bachelor's degree (2 majors) Pedagogy (2020)

First state examination for the teaching degree Grundschule Political and Social Studies (2020)

First state examination for the teaching degree Grundschule Didactics in Political and Social Studies (Primary School) (2020)

First state examination for the teaching degree Sonderpädagogik MS-Didaktik Career and Economics (2020)

First state examination for the teaching degree Sonderpädagogik Didactics in Political and Social Studies (Secondary School) (2020)

![Julius-Maximilians-Universität Würzburg logo]

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

First state examination for the teaching degree Mittelschule MS-Didaktik Career and Economics (2020)
First state examination for the teaching degree Mittelschule Didactics in Political and Social Studies (Secondary School) (2020)
First state examination for the teaching degree Mittelschule Political and Social Studies (2020)
First state examination for the teaching degree Gymnasium Political and Social Studies (2020)
Bachelor's degree (1 major) Psychology (2020)
Bachelor's degree (1 major) Biology (2021)
Magister Theologiae Catholic Theology (2021)
Bachelor's degree (2 majors) History (2021)
Bachelor's degree (1 major, 1 minor) History (2021)
First state examination for the teaching degree Grundschule History (2021)
First state examination for the teaching degree Gymnasium History (2021)
First state examination for the teaching degree Realschule History (2021)
First state examination for the teaching degree Mittelschule History (2021)
Bachelor's degree (1 major) Media Communication (2021)
Bachelor's degree (2 majors) Theological Studies (2021)
Bachelor's degree (1 major, 1 minor) Theological Studies (2021)
Bachelor's degree (1 major, 1 minor) English and American Studies (2021)
Bachelor's degree (2 majors) English and American Studies (2021)
First state examination for the teaching degree Grundschule Pedagogy of Primary Education (2021)
First state examination for the teaching degree Gymnasium English (2021)
Bachelor's degree (1 major) Functional Materials (2021)
First state examination for the teaching degree Gymnasium Philosophy and Ethics (2021)
Bachelor's degree (1 major) Computer Science and Sustainability (2021)
Bachelor's degree (2 majors) Comparative Indo-European Linguistics (2021)
Bachelor's degree (1 major) Food Chemistry (2021)
Bachelor's degree (1 major) Quantum Technology (2021)
Bachelor's degree (2 majors) Special Education (2021)
Bachelor's degree (1 major) Business Information Systems (2021)
Bachelor's degree (1 major) Economathematics (2021)
Bachelor's degree (1 major) Business Management and Economics (2021)
First state examination for the teaching degree Sonderpädagogik Pedagogy of Primary Education (2021)
Bachelor's degree (1 major) Human-Computer Systems (2022)
Bachelor's degree (1 major, 1 minor) Museology and material culture (2022)
Bachelor's degree (1 major) Biochemistry (2022)
Bachelor's degree (1 major) Biology (2022)
Bachelor's degree (1 major) Economathematics (2022)
Bachelor's degree (1 major) Mathematical Data Science (2022)
Bachelor's degree (1 major) Artificial Intelligence and Data Science (2022)
First state examination for the teaching degree Gymnasium Philosophy and Ethics (2022)
Bachelor's degree (2 majors) Ancient Near Eastern Archaeology (2022)
Bachelor's degree (1 major, 1 minor) Ancient World (2022)
Bachelor's degree (2 majors) Ancient Near Eastern Studies (2022)
Bachelor's degree (1 major) Franco-German studies: language, culture, digital competence (2022)
First state examination for the teaching degree Gymnasium Russian (2023)
First state examination for the teaching degree Gymnasium Mathematics (2023)
First state examination for the teaching degree Gymnasium English (2023)
First state examination for the teaching degree Realschule English (2023)
First state examination for the teaching degree Grundschule English (2023)
First state examination for the teaching degree Grundschule Didactics in English (Primary School) (2023)
First state examination for the teaching degree Mittelschule English (2023)
First state examination for the teaching degree Mittelschule Didactics in English (Middle School) (2023)
First state examination for the teaching degree Sonderpädagogik Didactics in English (Middle School) (2023)

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

First state examination for the teaching degree Gymnasium Geography (2023)
First state examination for the teaching degree Realschule Geography (2023)
First state examination for the teaching degree Grundschule Geography (2023)
First state examination for the teaching degree Mittelschule Geography (2023)
Bachelor's degree (1 major) European Law (2023)
Bachelor's degree (1 major, 1 minor) English and American Studies (2023)
Bachelor's degree (2 majors) English and American Studies (2023)
Bachelor's degree (1 major) Artificial Intelligence and Data Science (2023)
Bachelor's degree (1 major) Mathematics (2023)
Bachelor's degree (1 major) Business Information Systems (2023)
Bachelor's degree (1 major) Economathematics (2023)
Bachelor's degree (1 major, 1 minor) History of Medieval and Modern Art (2023)
Bachelor's degree (2 majors) History of Medieval and Modern Art (2023)
Bachelor's degree (2 majors) Special Education (2023)
Bachelor's degree (1 major) Business Management and Economics (2023)
Bachelor's degree (1 major) Geography (2023)
Bachelor's degree (2 majors) Geography (2023)
Bachelor's degree (1 major, 1 minor) Geography (2023)
Bachelor's degree (2 majors) European Ethnology/Empiric Cultural Studies (2023)
First state examination for the teaching degree Grundschule German (2024)
First state examination for the teaching degree Gymnasium German (2024)
First state examination for the teaching degree Realschule German (2024)
First state examination for the teaching degree Sonderpädagogik Didactics in German (Middle School) (2024)
First state examination for the teaching degree Mittelschule Didactics in German (Middle School) (2024)
First state examination for the teaching degree Grundschule Didactics in German (Primary School) (2024)
First state examination for the teaching degree Sonderpädagogik Didactics in German (Primary School) (2024)
First state examination for the teaching degree Mittelschule German (2024)
Bachelor's degree (1 major) Mathematical Physics (2024)
Bachelor's degree (2 majors) German Language and Literature (2024)
Bachelor's degree (1 major, 1 minor) German Language and Literature (2024)
Bachelor's degree (1 major) Music Education (2024)
Bachelor's degree (2 majors) Music Education (2024)
Bachelor's degree (1 major, 1 minor) Music Education (2024)
First state examination for the teaching degree Grundschule Music Education in Primary School (2024)
First state examination for the teaching degree Sonderpädagogik Music Education in Primary School (2024)
First state examination for the teaching degree Mittelschule Music Education in Middle School (2024)
First state examination for the teaching degree Sonderpädagogik Music Education in Middle School (2024)
Bachelor's degree (1 major) Indology/South Asian Studies (2024)
Bachelor's degree (2 majors) Indology/South Asian Studies (2024)
Bachelor's degree (1 major, 1 minor) Indology/South Asian Studies (2024)
Bachelor's degree (1 major, 1 minor) Ancient World (2024)
Bachelor's degree (2 majors) Digital Humanities (2024)
Bachelor's degree (1 major, 1 minor) Digital Humanities (2024)
Bachelor's degree (1 major) Midwifery (2024)
Bachelor's degree (2 majors) Greek Philology (2024)
Bachelor's degree (2 majors) Latin Philology (2024)
First state examination for the teaching degree Gymnasium Latin Philology (2024)
Bachelor's degree (1 major) Business Information Systems (2024)
Bachelor's degree (1 major) Economathematics (2024)
Bachelor's degree (1 major) Business Management and Economics (2024)
Bachelor's degree (1 major) Artificial Intelligence and Data Science (2024)
First state examination for the teaching degree Gymnasium English (2024)
First state examination for the teaching degree Mittelschule MS-Didaktik Career and Economics (2024)

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

First state examination for the teaching degree Sonderpädagogik MS-Didaktik Career and Economics (2024)
First state examination for the teaching degree Grundschule History (2024)
First state examination for the teaching degree Gymnasium History (2024)
First state examination for the teaching degree Realschule History (2024)
First state examination for the teaching degree Mittelschule History (2024)
First state examination for the teaching degree Mittelschule Didactics in History (Middle School) (2024)
First state examination for the teaching degree Sonderpädagogik Didactics in History (Middle School) (2024)
First state examination for the teaching degree Grundschule Didactics in History (Primary School) (2024)
First state examination for the teaching degree Gymnasium Greek Philology (2024)
Bachelor's degree (1 major) Human-Computer-Interaction (2024)
First state examination for the teaching degree Grundschule Art Education in Primary School (2024)
First state examination for the teaching degree Sonderpädagogik Art Education in Primary School (2024)
First state examination for the teaching degree Sonderpädagogik Art Education in Middle School (2024)
First state examination for the teaching degree Mittelschule Art Education in Middle School (2024)
Bachelor's degree (2 majors) Art Education (2024)
Bachelor's degree (1 major) Digital Business & Data Science (2024)
Bachelor's degree (1 major) Classics (2024)
Bachelor's degree (1 major) Diversity, Ethics and Religions (2024)
Bachelor's degree (1 major) Functional Materials (2025)
Bachelor's degree (1 major)   (2025)
Bachelor's degree (1 major) Food Chemistry (2025)
Bachelor's degree (1 major, 1 minor) European Ethnology/Empiric Cultural Studies (2025)
Bachelor's degree (1 major) Pedagogy (2025)
Bachelor's degree (2 majors) Pedagogy (2025)
Bachelor's degree (1 major) Economathematics (2025)
Bachelor's degree (1 major) Academic Speech Therapy (2025)
Bachelor's degree (1 major, 1 minor) Pedagogy (2025)
Bachelor's degree (1 major) Games Engineering (2025)
Bachelor's degree (2 majors) Sport Science (Focus on health and Pedagogics in Movement) (2025)
First state examination for the teaching degree Grundschule German (2025)
First state examination for the teaching degree Realschule German (2025)

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-152-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 (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)

a) written examination (approx. 30 minutes) or
b) oral examination of one candidate each (approx. 15 minutes) or
c) presentation (15 to 30 minutes) and written elaboration (approx. 10 pages) or
d) term paper (approx. 15 pages)
Language of assessment: German and/or English

Allocation of places

--

Additional information

--

Workload

90 h

Teaching cycle

--

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

--

Module appears in

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

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

Module title	Abbreviation
Bachelor Thesis Media Communication	06-MKBT-152-m01

Module coordinator	Module offered by
holder of the Chair of Media Psychology, holder of the Chair of Psychology of Communication and New Media, holder of the Professorship of Media and Business Communication, holder of the Professorship of Media Informatics	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)

No courses assigned to module

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 or English

Allocation of places

--

Additional information

Time to complete: 12 weeks.

Workload

360 h

Teaching cycle

--

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

--

Module appears in

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