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: 2018
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

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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

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- 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
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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)):

> **25-Oct-2017 (2017-66)**

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
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Compulsory Courses

(130 ECTS credits)

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

UNIVERSITÄT WÜRZBURG
Julius-Maximilians-

Module title			Abbreviation	
Psychology of Online and Mobile Communication 1			06-MK-OMK1-162-m01	

Module coordinator	Module offered by
holder of the Chair of Psychology of Communication and New Media	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	graduate	--

Contents

This module is aimed at providing an introduction in the scientific psychological perspective on online and mobile media use. Basic theories and results on human experience and behavior in the context of online and mobile communication are introduced.

Intended learning outcomes

This module is aimed at providing an introduction in the scientific psychological perspective on online and mobile media use. Basic theories and results on human experience and behavior in the context of online and mobile communication are introduced.

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. 50 minutes) or
b) oral examination of one candidate each (approx. 20 minutes)
Language of assessment: German and/or English
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: depending on the offer

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

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Module appears in

Bachelor's degree (1 major) Media Communication (2016)
Bachelor's degree (1 major) Media Communication (2018)
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	
Psychology of Online and Mobile Communication 2			06-MK-OMK2-162-m01	

Module coordinator		Module offered by		
holder of the Chair of Psychology of Communication 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 is aimed at providing an advanced introduction in the scientific psychological perspective on online and mobile media use. Current theories and results on human experience and behavior in the context of online and mobile communication are introduced.

Intended learning outcomes

Students have intensified their abilities to structure and describe online and mobile communication phenomena from a scientific psychological perspective. Students acquire in-depth knowledge about current theories and results on human experience and behavior in the context of online and mobile communication.

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 of one candidate each (approx. 30 minutes)
Language of assessment: German and/or English
creditable for bonus

Allocation of places

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Additional information

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Workload

300 h

Teaching cycle

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

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Module appears in

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

Module title	Abbreviation
Mass Media Processes and Effects	06-MK-MKW1-162-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)
5	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. 50 minutes) or
b) oral examination of one candidate each (approx. 20 minutes)
Language of assessment: German and/or English
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

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

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Module appears in

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

Module title	Abbreviation
Marketing & Strategic Communication	06-MK-MKW2-162-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 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. 100 minutes) or
b) oral examination of one candidate each (approx. 30 minutes)
Language of assessment: German and/or English
creditable for bonus

Allocation of places

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Additional information

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Workload

300 h

Teaching cycle

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

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Module appears in

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

Module title		Abbreviation
Digital Media 1		10-MK-DigMed1-182-m01

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

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

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

The development of multimedia and multimodal media for the presentation of information has fundamentally transformed the way computers and media are used within few years. Since digital media is created on the computer but consumed by humans, digital media needs to focus on technology as well as humans. The module aims to provide fundamental knowledge of digitization and coding as well as the basic functionalities of digital media types such as audio, images, 2D vector graphics and texts.

Intended learning outcomes

Students acquire a basic knowledge of human perception as well as the digitization, compression and editing of various digital media types. In the accompanying tutorials, the contents of the lecture are deepened, practiced and practically applied.

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

V (2) + Ü (2)
Course type: alternatively T (2) instead of Ü

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. 50 minutes) or
b) oral examination of one candidate each (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

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Additional information

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Workload

150 h

Teaching cycle

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

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Module appears in

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

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

Module title			Abbreviation
Digital Media 2			10-MK-DigMed2-182-m01

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

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

Duration	Module level		Other prerequisites	
1 semester	undergraduate		--	

Contents

The lecture Digital Media 2 provides a practice-oriented insight into the functioning of the Internet and the WWW, as well as the basics of developing and designing digital online media.
Additional digital media types are introduced, based on the lecture Digital Media 1.
At the end of the module research topics in Media Informatics will be introduced and presented in an applied-practical way.

Intended learning outcomes

The students have a deeper insight into selected media types. In addition, digital media can be developed (for the WWW) using various processes. In the accompanying tutorials the contents of the lecture are deepened, practiced and applied practically.

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. 100 minutes) or
b) oral examination of one candidate each (approx. 30 minutes) or
c) term paper (approx. 30 pages) or
d) portfolio (approx. 30 pages)
Language of assessment: German and/or English
creditable for bonus

Allocation of places

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Additional information

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Workload

300 h

Teaching cycle

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

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Module appears in

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

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

Module title		Abbreviation
Media Production 1		06-MK-MedProd1-162-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)
5	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)

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. 50 minutes) or
b) oral examination of one candidate each (approx. 20 minutes) or
c) term paper (15 to 20 pages) or
d) portfolio (approx. 20 pages)
Language of assessment: German and/or English

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

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

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Module appears in

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

Module title		Abbreviation
Media Production 2		06-MK-MedProd2-162-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)
5	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)

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. 50 minutes) or
b) oral examination of one candidate each (approx. 20 minutes) or
c) term paper (15 to 20 pages) or
d) portfolio (approx. 20 pages)
Language of assessment: German and/or English

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

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

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Module appears in

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

Module title	Abbreviation
Psychology of Classic Media	06-MK-MedPsy1-162-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)	
5	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) + 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. 50 minutes) or
b) oral examination of one candidate each (approx. 20 minutes)
Language of assessment: German and/or English
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

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

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Module appears in

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

Module title		Abbreviation
Psychology of New (Social) Media		06-MK-MedPsy2-162-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 of one candidate each (approx. 30 minutes)
Language of assessment: German and/or English
creditable for bonus

Allocation of places

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Additional information

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Workload

300 h

Teaching cycle

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

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Module appears in

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

Module title	Abbreviation
Statistics 1	06-MK-PSY-STAT1-162-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)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

The course gives an introduction to descriptive and inferential statistics (descriptive statistics, graphic representations of data, regression and correlation, probability theory, Bayes, distributions, binomial test). The principles of statistical data analysis are presented with exemplary data sets. Practical application of the procedures is trained in exercise sessions.

Intended learning outcomes

Students acquire knowledge of various inferential procedures and their foundations as well as the ability to select adequate statistical methods for testing empirical questions, perform these correctly, displaythe results reasonably and interpret them correctly.

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

S (4) + 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)

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

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

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

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Module appears in

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

Module title			Abbreviation
Statistics 2			06-MK-PSY-STAT2-162-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)
5	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, contingency table analysis, analysis of variance). The principles of the statistical analysis of data will be discussed in a lesson with examples. The practical application of the method is trained in tutorials by calculating exercises.

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, 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) + 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)

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

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

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

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Module appears in

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

Module title	Abbreviation
Media Content Analysis & Observation	06-MK-DATE1-162-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)
5	(not) successfully completed	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

The module teaches the basics of two methods of data collection, media content analysis and observation. The theoretical content is combined with practical examples and exercises, which are then applied in a separate project.

Intended learning outcomes

The students possess first professional and social skills, which are elementary in research with methods of observation and content analysis. Students have profound knowledge in two methds of data collection. They have acquired basic theoretical and empirical knowledge in the field of research methods, which they can apply to solve an initial research question.

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)

portfolio (approx. 20 pages)
Language of assessment: German and/or English
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

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

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Module appears in

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

Module title	Abbreviation
Experiments & Surveys	06-MK-DATE2-162-m01

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

The students acquire knowledge and skills for creating questionnaires, conducting surveys and designing experiments. On the subject of surveys, students are learning about item wording, response formats, participant information and consent forms, sampling of participants, data collection, and classical test theory. In addition, the students practice searching for questionnaires in databases and writing questionnaires as well as participant information. On the subject of experiments, students practice how to find hypotheses in an article and setting up hypotheses. Further, students learn about the advantages and disadvantages of various experimental designs and know about control techniques for interfering variables. In addition to listening to lectures and reading textbooks, student are doing small tasks to apply their knowledge. Students have to read empirical studies in order to familiarize themselves with research literature.

Intended learning outcomes

The students can search for questionnaires that have been published, make up a participant information, select response formats for items, and do the layout of a questionnaire. The students know about various methods for participant sampling and data collection. The students can extract hypotheses from research articles, can write down hypotheses and select experimental designs to test these hypotheses. Furthermore, the students know about techniques for controlling interfering variables.

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. 50 minutes) or
b) oral examination of one candidate each (approx. 20 minutes)
Language of assessment: German and/or English

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

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

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Module appears in

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

Module title	Abbreviation
Data analysis	06-MK-DATA-162-m01

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

The students acquire knowledge and skills about the analysis of data using computer programs. The entire analysis process is in the focus: encoding the data, preparation of the data file, and calculating descriptive statistics as well as inferential statistics and power analyses. The focus is on the application of knowledge that the students have learned in other modules. Students are calculating analyzes based on predominantly real data sets, are interpreting the output of the statistics program, and are writing short reports on the results taking into account the APA guidelines. In addition to reading a statistics textbook, students prepare for the module examination by regularly processing tasks in the seminar and outside of the attendance time.

Intended learning outcomes

The students can prepare empirically obtained data for processing in a statistics program, enter the data into the program and prepare the data for statistical analyses. The students can calculate descriptive statistics and inferential statistical tests as well as carry out power-analyses for planning sample sizes. Students can interpret the results of these analyses with respect to the research questions. Furthermore, the students can write reports with texts, tables and graphics, taking into account the APA guidelines.

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. 50 minutes) or
b) oral examination of one candidate each (approx. 20 minutes)
Language of assessment: German and/or English

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

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

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Module appears in

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

UNIVERSITÄT WÜRZBURG
Julius-Maximilians-

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

Module title	Abbreviation
Basics 1 - Psychological Basics for Media Communication 1	06-MK-Gr1-162-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)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

The module offers a comprehensive introduction to the different areas of psychology that are relevant to the topics of the study program media communication. It introduces to the central topics of academic psychology in a vivid and scientific sound way . Psychology is introduced as a science, in order to build on this to explore the fields of media research and media communication.

Intended learning outcomes

Students possess psychological knowledge that is important for the study of media communication. Students have specialized knowledge in central theoretical areas of psychology.

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

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. 50 minutes) or
b) oral examination of one candidate each (approx. 20 minutes)
Language of assessment: German and/or English

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

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

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Module appears in

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

Module title	Abbreviation
Basics 2 - Basics of Mass Media in Germany	06-MK-Gr2-162-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)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

The module provides an introduction in history, structure and function of the press and the broadcasting system in Germany. The first part deals with newspaper and journals, the second part with radio and television.

Intended learning outcomes

Students gain insights into the German media landscape. They learn to identify and to explain current media structures and offerings on the background of historical changes, economic necessities and legal frames.

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

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. 50 minutes) or
b) oral examination of one candidate each (approx. 20 minutes)
Language of assessment: German and/or English

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

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

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Module appears in

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

Module title			Abbreviation
Basics 3 - Psychological Basics for Media Communication 2			06-MK-Gr3-162-m01

Module coordinator		Module offered by	
holder of the Chair of Psychology of Communication and New Media		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 serves to provide media communication students with a fundamental understanding of social and organizational psychological theories, models, and empirical findings. Regarding the field of social psychology, the following topics will be discussed: Social cognition (perception and judgements), attributional processes, social influence, human behavior in groups, stigma and prejudice, as well as interpersonal attraction.

Intended learning outcomes

The study module aims at providing media communication students with basic social and organizational psychological knowledge, which may also be of great use for exploring research questions from the fields of media and communication psychology. Another qualification goal is the ability to transfer general social psychological insight onto the current media landscape. Further, well-established study findings will be used to teach students about the sensitive interplay between individual, social, and cultural factors in the emergence of specific human behaviors.

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

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. 50 minutes) or
b) oral examination of one candidate each (approx. 20 minutes)
Language of assessment: German and/or English

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

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

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Module appears in

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

Module title	Abbreviation
Corporate Communication and Human Resources	06-MK-CC-162-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	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 teaches the basics of corporate communications and Human Resources. The basic principles of working in communications departments as well as in human resources departments of companies and organizations are explained with practical examples and theoretical considerations. In addition, basic methods and concepts for strategic communication and human resources work in organizations are taught.

Intended learning outcomes

Students have basic theories and concepts of internal corporate communications and human resources. They are able to apply the theoretical content to practical problems and develop solutions. In addition, they can present their projects in practical forms of presentations.

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

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)

a) written examination (approx. 100 minutes) or
b) oral examination of one candidate each (30 minutes) or
c) term paper (20 to 30 pages) or
d) portfolio (approx. 30 pages)
Language of assessment: German and/or English

Allocation of places

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Additional information

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Workload

300 h

Teaching cycle

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

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Module appears in

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

Module title		Abbreviation
Project: Media Practice		06-MK-PRAX-162-m01

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

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

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

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

Intended learning outcomes

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

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

S (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)

portfolio (approx. 30 pages)
Language of assessment: German and/or English

Allocation of places

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Additional information

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Workload

300 h

Teaching cycle

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

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Module appears in

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

Compulsory Electives

(20 ECTS credits)

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

Module title	Abbreviation
Research Projects in Media Psychology 1	06-MK-VertMP1-162-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

The module includes the conception, implementation and evaluation of an empirical study. Along the prototypical empirical research process, the formulation of a research question, the hypothesis formation, the development of a research plan, the implementation of an empirical study, the evaluation, hypotheses testing and critical discussion of the results take place.

Intended learning outcomes

Students have the ability to critically analyze empirical studies and to plan and conduct their own study. They are able to choose adequate methods and to evaluate results statistically. They are capable of compiling results in the form of a scientific report.

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 of one candidate each (approx. 20 minutes) or
c) report (approx. 15 pages)
Language of assessment: German and/or English

Allocation of places

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Additional information

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Workload

300 h

Teaching cycle

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

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Module appears in

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

Module title			Abbreviation
Research Project in Media and Business Communication 1			06-MK-VertKW1-162-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

The module includes the conception, implementation and evaluation of an empirical study. Along the prototypical empirical research process, the formulation of a research question, the hypothesis formation, the development of a research plan, the implementation of an empirical study, the evaluation, hypotheses testing and critical discussion of the results take place.

Intended learning outcomes

Students have the ability to critically analyze empirical studies and to plan and conduct their own study. They are able to choose adequate methods and to evaluate results statistically. They are capable of compiling results in the form of a scientific report.

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 of one candidate each (approx. 20 minutes) or
c) report (approx. 15 pages)
Language of assessment: German and/or English

Allocation of places

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Additional information

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Workload

300 h

Teaching cycle

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

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Module appears in

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

Module title	Abbreviation
Research Project in Media Informatics 1	10-MK-MI-Vert1-182-m01

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

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 includes the conception, implementation and evaluation of an empirical study. Along the prototypical empirical research process, the formulation of a research question, the hypothesis formation, the development of a research plan, the implementation of an empirical study, the evaluation, hypotheses testing and critical discussion of the results take place.

Intended learning outcomes

Students have the ability to critically analyze empirical studies and to plan and conduct their own study. They are able to choose adequate methods and to evaluate results statistically. They are capable of compiling results in the form of a scientific report.

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 of one candidate each (approx. 20 minutes) or
c) report (approx. 15 pages)
Language of assessment: German and/or English

Allocation of places

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Additional information

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Workload

300 h

Teaching cycle

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

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Module appears in

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

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

Module title			Abbreviation
Research Project in Psychology of Online and Mobile Communication 1			06-MK-VertOMK1-162-m01

Module coordinator		Module offered by
holder of the Chair of Psychology of Communication 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 includes the conception, implementation and evaluation of an empirical study. Along the prototypical empirical research process, the formulation of a research question, the hypothesis formation, the development of a research plan, the implementation of an empirical study, the evaluation, hypotheses testing and critical discussion of the results take place.

Intended learning outcomes

Students have the ability to critically analyze empirical studies and to plan and conduct their own study. They are able to choose adequate methods and to evaluate results statistically. They are capable of compiling results in the form of a scientific report.

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 of one candidate each (approx. 20 minutes) or
c) report (approx. 15 pages)
Language of assessment: German and/or English

Allocation of places

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Additional information

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Workload

300 h

Teaching cycle

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

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Module appears in

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

Module title		Abbreviation
Research Projects in Media Psychology 2		06-MK-VertMP2-162-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

The module includes the conception, implementation and evaluation of an empirical study. Along the prototypical empirical research process, the formulation of a research question, the hypothesis formation, the development of a research plan, the implementation of an empirical study, the evaluation, hypotheses testing and critical discussion of the results take place.

Intended learning outcomes

Students have the ability to critically analyze empirical studies and to plan and conduct their own study. They are able to choose adequate methods and to evaluate results statistically. They are capable of compiling results in the form of a scientific report.

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 of one candidate each (approx. 20 minutes) or
c) report (approx. 15 pages)
Language of assessment: German and/or English

Allocation of places

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Additional information

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Workload

300 h

Teaching cycle

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

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Module appears in

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

Module title			Abbreviation
Research Project in Media and Business Communication 2			06-MK-VertKW2-162-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

The module includes the conception, implementation and evaluation of an empirical study. Along the prototypical empirical research process, the formulation of a research question, the hypothesis formation, the development of a research plan, the implementation of an empirical study, the evaluation, hypotheses testing and critical discussion of the results take place.

Intended learning outcomes

Students have the ability to critically analyze empirical studies and to plan and conduct their own study. They are able to choose adequate methods and to evaluate results statistically. They are capable of compiling results in the form of a scientific report.

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 of one candidate each (approx. 20 minutes) or
c) report (approx. 15 pages)
Language of assessment: German and/or English

Allocation of places

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Additional information

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Workload

300 h

Teaching cycle

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

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Module appears in

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

Module title	Abbreviation
Research Project in Media Informatics 2	10-MK-MI-Vert2-182-m01

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

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 includes the conception, implementation and evaluation of an empirical study. Along the prototypical empirical research process, the formulation of a research question, the hypothesis formation, the development of a research plan, the implementation of an empirical study, the evaluation, hypotheses testing and critical discussion of the results take place.

Intended learning outcomes

Students have the ability to critically analyze empirical studies and to plan and conduct their own study. They are able to choose adequate methods and to evaluate results statistically. They are capable of compiling results in the form of a scientific report.

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 of one candidate each (approx. 20 minutes) or
c) report (approx. 15 pages)
Language of assessment: German and/or English

Allocation of places

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Additional information

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Workload

300 h

Teaching cycle

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

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Module appears in

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

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

Module title			Abbreviation
Research Project in Psychology of Online and Mobile Communication 2			06-MK-VertOMK2-162-m01

Module coordinator	Module offered by
holder of the Chair of Psychology of Communication 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 includes the conception, implementation and evaluation of an empirical study. Along the prototypical empirical research process, the formulation of a research question, the hypothesis formation, the development of a research plan, the implementation of an empirical study, the evaluation, hypotheses testing and critical discussion of the results take place.

Intended learning outcomes

Students have the ability to critically analyze empirical studies and to plan and conduct their own study. They are able to choose adequate methods and to evaluate results statistically. They are capable of compiling results in the form of a scientific report.

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 of one candidate each (approx. 20 minutes) or
c) report (approx. 15 pages)
Language of assessment: German and/or English

Allocation of places

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Additional information

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Workload

300 h

Teaching cycle

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

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Module appears in

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

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

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Additional information

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Workload

300 h

Teaching cycle

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

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Module appears in

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)

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

General Key Skills (subject-specific)

(ECTS credits)

In addition to the modules listed below, students may also take modules offered by JMU as part of the pool of general transferable skills (ASQ).

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

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Additional information

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Workload

150 h

Teaching cycle

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

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Module appears in

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)

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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

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Additional information

Additional information on module duration: 8 weeks.

Workload

300 h

Teaching cycle

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

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Module appears in

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

Module title			Abbreviation
Experimental Credit			06-MK-PROB-162-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 as a test subject in empirical studies conducted at the Institute Human-Computer-Media.

Intended learning outcomes
Students have an overview of the structure and procedure of empirical studies conducted at the Institute Human-Computer-Media.

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
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Additional information
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Workload
30 h

Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
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

Module title		Abbreviation
Scientific Working & Research Logics		06-MK-WA-162-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)
4	(not) successfully completed	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

The module gives an insight into the content and formal foundations of scientific work. Everyday knowledge is distinguished from scientific knowledge. Sources of scientific work, literature research and literature work are explained. The module introduces the basic aspects of data collection, assessment, evaluation and data presentation, possible problems and sources of error. Examples from the topics of media communication deepen the basics.

Intended learning outcomes

Students know and understand the basics of the research logic of empirical studies, from data collection to data analysis and data interpretation. Students are able to differentiate between everyday thinking and scientific thinking. They know the basics of data collection methods and can evaluate empirical research results.

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

Allocation of places

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Additional information

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Workload

120 h

Teaching cycle

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

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Module appears in

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

Thesis

(10 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-162-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)
10	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. 40 pages)
Language of assessment: German or English

Allocation of places

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Additional information

Time to complete: 10 weeks.

Workload

300 h

Teaching cycle

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

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Module appears in

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