

Subdivided 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: 2021
Responsible: Faculty of Human Sciences
Responsible: Institute of Human Computer Media

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

- 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.

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)):

17-Dec-2020 (2020-109)

10-Mar-2021 (2021-15)

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.

The subject is divided into

Abbreviation	Module title	ECTS credits	Method of grading	page
Compulsory Courses (120 ECTS credits)				
o6-MK-OMK1-212-mo1	Psychology of online and mobile communication 1	10	NUM	34
o6-MK-OMK2-212-mo1	Psychology of online and mobile communication 2	5	NUM	35
o6-MK-MKW1-212-mo1	Mass media processes and effects	5	NUM	32
o6-MK-MKW2-212-mo1	Advertising and public relations	10	NUM	33
10-MK-DigMed1-212-mo1	Digital media 1	5	NUM	59
10-MK-DigMed2-212-mo1	Digital media 2	10	NUM	60
o6-MK-MedProd-212-mo1	Analysis, design & creation of media	5	NUM	21
o6-MK-MedAnw-212-mo1	Media communication in applied contexts	5	NUM	20
o6-MK-MedPsy1-212-mo1	Psychology of classic media	5	NUM	22
o6-MK-MedPsy2-212-mo1	Moving picture communication	5	NUM	27
o6-MK-PSY-STAT1-162-mo1	Statistics 1	5	NUM	39
o6-MK-PSY-STAT2-162-mo1	Statistics 2	5	NUM	40
o6-MK-DATE1-212-mo1	Media content analysis & observation	5	B/NB	9
o6-MK-DATE2-212-mo1	Experiments & surveys	5	NUM	10
o6-MK-DATA-212-mo1	Data analysis	5	NUM	8
o6-MK-Gr1-212-mo1	Basics 1: Introduction to psychology	5	NUM	12
o6-MK-Gr2-212-mo1	Basics 2: Basics of mass media in Germany	5	NUM	17
o6-MK-Gr3-212-mo1	Basics 3: Social and organizational psychology	5	NUM	18
o6-MK-IUK-212-mo1	Internal corporate communication	5	NUM	19
o6-MK-PRAX-212-mo1	Project: media practice	10	NUM	37
Compulsory Electives (30 ECTS credits)				
Compulsory Electives 1: Administration in media contexts (10 ECTS credits)				
o6-MK-WpOMK1-212-mo1	Research in psychology of mobile and online communication 1	5	NUM	55
o6-MK-WpOMK2-212-mo1	Research in psychology of mobile and online communication 2	5	NUM	56
o6-MK-WpMP1-212-mo1	Research in media psychology 1	5	NUM	51
o6-MK-WpMP2-212-mo1	Research in media psychology 2	5	NUM	52
o6-MK-WpMWK1-212-mo1	Research in media and business communication 1	5	NUM	53
o6-MK-WpMWK2-212-mo1	Research in media and business communication 2	5	NUM	54
o6-MK-WpAF-212-mo1	Contemporary research in media communication	5	NUM	49
o6-MK-WpBW-212-mo1	Business administration in media contexts	5	NUM	50
o6-MK-WpTMK-212-mo1	Theories of media communication	5	NUM	58
o6-MK-WpPM-212-mo1	Production of media	5	NUM	57
Compulsory Electives 2: Research Projects (20 ECTS credits)				
o6-MK-VertMP1-212-mo1	Research projects in media psychology 1	10	NUM	44

o6-MK-VertKW1-212-m01	Research project in media and business communication 1	10	NUM	42
10-MK-MI-Vert1-212-m01	Research project in media informatics 1	10	NUM	61
o6-MK-Ver-tOMK1-212-m01	Research project in psychology of online and mobile communication 1	10	NUM	46
o6-MK-VertMP2-212-m01	Research project in media psychology 2	10	NUM	45
o6-MK-VertKW2-212-m01	Research project in media and business communication 2	10	NUM	43
10-MK-MI-Vert2-212-m01	Research project in media informatics 2	10	NUM	62
o6-MK-Ver-tOMK2-212-m01	Research project in psychology of online and mobile communication 2	10	NUM	47
o6-MK-Fo-212-m01	Research project in media communication	10	NUM	11
Key Skills Area (20 ECTS credits)				
General Key Skills (5 ECTS credits)				
General Key Skills (subject-specific) 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).				
o6-MK-Tut-152-m01	Work experience as teaching assistant	5	NUM	41
Subject-specific Key Skills (15 ECTS credits)				
o6-MK-Prakt-152-m01	Internship	10	B/NB	36
o6-MK-PROB-212-m01	Experimental credit	1	B/NB	38
o6-MK-WA-212-m01	Scientific methods & research	4	B/NB	48
Thesis (10 ECTS credits)				
o6-MKBT-162-m01	Bachelor Thesis Media Communication	10	NUM	7

Module title		Abbreviation
Bachelor Thesis Media Communication		o6-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 can be chosen to earn a 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)		

Module title		Abbreviation
Data analysis		o6-MK-DATA-212-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		
<p>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.</p>		
Intended learning outcomes		
<p>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.</p>		
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 can be chosen to earn a bonus)		
<p>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</p>		
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 (2021)		

Module title		Abbreviation
Media content analysis & observation		o6-MK-DATE1-212-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 methods 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 can be chosen to earn a bonus)		
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 (2021)		

Module title		Abbreviation
Experiments & surveys		o6-MK-DATE2-212-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 own 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 can be chosen to earn a 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 (2021)		

Module title		Abbreviation
Research project in media communication		o6-MK-Fo-212-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		
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)		
R (3)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a 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 (2021)		

Module title		Abbreviation
Basics 1: Introduction to psychology		o6-MK-Gr1-212-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 can be chosen to earn a 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) 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) 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) Chemistry (2015) Bachelor's degree (1 major) Geography (2015) Bachelor's degree (1 major) Mathematics (2015)		
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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) 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)
 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)
 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)
 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)
 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)
 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) Econometrics (2017)
 Bachelor's degree (1 major) Games Engineering (2017)
 Bachelor's degree (1 major) Computer Science (2017)
 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)
 Bachelor's degree (1 major) Computer Science (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)
 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)
 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)
 Bachelor's degree (1 major, 1 minor) Pedagogy (2020)
 Bachelor's degree (2 majors) Pedagogy (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)
 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)
 Bachelor's degree (1 major) Functional Materials (2021)
 Bachelor's degree (1 major) Computer Science und 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)
 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)
 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)
 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)
 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)
 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)
 Bachelor's degree (1 major) Business Information Systems (2024)
 Bachelor's degree (1 major) Econometrics (2024)
 Bachelor's degree (1 major) Business Management and Economics (2024)
 Bachelor's degree (1 major) Artificial Intelligence and Data Science (2024)
 Bachelor's degree (1 major) Human-Computer-Interaction (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/Empirical Cultural Studies (2025)
 Bachelor's degree (1 major) Pedagogy (2025)
 Bachelor's degree (2 majors) Pedagogy (2025)
 Bachelor's degree (1 major) Econometrics (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)

Module title		Abbreviation
Basics 2: Basics of mass media in Germany		o6-MK-Gr2-212-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 can be chosen to earn a 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		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
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 (2021)		

Module title		Abbreviation
Basics 3: Social and organizational psychology		o6-MK-Gr3-212-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. The introduction to the area of organizational psychology, on the other hand, will focus on well-established phenomena and theories from this specific discipline, including the topics team leadership, human resources management, conflict resolution, and group synergy.		
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 can be chosen to earn a 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		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
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 (2021)		

Module title		Abbreviation
Internal corporate communication		o6-MK-IUK-212-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		
This module teaches the basics of internal corporate communications. The main principles of work in communication departments of companies and organizations are explained on the basis of practical examples and theoretical considerations. In addition, methods and concepts for strategic internal communication in organizations are taught.		
Intended learning outcomes		
Students have learned basic theories and concepts of internal corporate communications. 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) + T (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 50 minutes) or b) oral examination in groups (approx. 40 minutes) or c) portfolio (approx. 15 pages) Language of assessment: German and/or English		
Allocation of places		
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Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
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 (2021)		

Module title		Abbreviation
Media communication in applied contexts		o6-MK-MedAnw-212-mo1
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)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
The module provides insights into different areas of application of media communication. It transfers the theoretical and methodological learning content in an application-oriented context. Thus, in addition to scientific topics, this module also deals with practical topics. This is done along the entire spectrum of media communication.		
Intended learning outcomes		
The students have an insight into the fields of application of their theoretical and methodological skills acquired during their studies.		
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 can be chosen to earn a bonus)		
a) written examination (approx. 50 minutes) or b) oral examination of one candidate each (approx. 20 minutes) or c) portfolio (approx. 20 pages) Language of assessment: German and/or English		
Allocation of places		
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Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
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 (2021)		

Module title		Abbreviation
Analysis, design & creation of media		o6-MK-MedProd-212-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		
The module teaches fundamental aspects 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, basic 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 can be chosen to earn a bonus)		
a) oral examination of one candidate each (approx. 20 minutes) or b) oral examination in groups (approx. 40 minutes) or c) portfolio (approx. 20 pages) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
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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 (2021)		

Module title		Abbreviation
Psychology of classic media		o6-MK-MedPsy1-212-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 focuses on human experience and behavior in dealing with media. To this end, it develops theories and tests them in empirical studies. The module provides an introductory basic knowledge of the subject (such as classical media and mass media), the theories and findings as well as the methods of media psychology. The thematic focus is the introduction to: the subject, theories and findings of media psychology, fields of research and current problems of media psychology as well as media psychological methods.		
Intended learning outcomes		
Students are familiar with central concepts and methods of media psychology. They have a basic knowledge of the subject-specific questions and should understand the relevance and importance of a media 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)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 50 minutes) or b) oral examination of one candidate each (approx. 20 minutes) or c) oral examination in groups (approx. 40 minutes) 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) 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) Bachelor's degree (2 majors) English and American Studies (2009)		
Bachelor's with 1 major Media Communication (2021)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Bachelor (180 ECTS) Medienkommunikation - 2021	page 22 / 62

Bachelor's degree (2 majors) German Language and Literature (2013)
 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) 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)
 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)
 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)
 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)
 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)
 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) Econometrics (2017)
 Bachelor's degree (1 major) Games Engineering (2017)
 Bachelor's degree (1 major) Computer Science (2017)
 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)
 Bachelor's degree (1 major) Computer Science (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)
 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)
 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)
 Bachelor's degree (1 major, 1 minor) Pedagogy (2020)
 Bachelor's degree (2 majors) Pedagogy (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)
 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)
 Bachelor's degree (1 major) Functional Materials (2021)
 Bachelor's degree (1 major) Computer Science und 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)
 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)
 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)
 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)
 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)
 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)
 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)
 Bachelor's degree (1 major) Human-Computer-Interaction (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)

Module title		Abbreviation
Moving picture communication		o6-MK-MedPsy2-212-mo1
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		
Moving picture communication deals with human communication through images and moving image media. For this purpose, theories and empirical findings are presented, and production and historical aspects are discussed. Studies of classical as well as new media are presented. Individual media, mass media, analogue and digital media will be discussed. The thematic focus is on theories and findings of media research on images and moving picture communication, fields of research and current problems of moving picture communication, as well as methods of their investigation.		
Intended learning outcomes		
Students have an insight into the different forms of moving picture communication. They know different formats and their effects from a theoretical and a practical perspective and can classify and evaluate them from a psychological perspective.		
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 can be chosen to earn a bonus)		
a) written examination (approx. 50 minutes) or b) oral examination of one candidate each (approx. 20 minutes) or c) oral examination in groups (approx. 40 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) 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) Bachelor's degree (2 majors) English and American Studies (2009)		
Bachelor's with 1 major Media Communication (2021)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Bachelor (180 ECTS) Medienkommunikation - 2021	page 27 / 62

Bachelor's degree (2 majors) German Language and Literature (2013)
 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) 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)
 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)
 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)
 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)
 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)
 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) Econometrics (2017)
 Bachelor's degree (1 major) Games Engineering (2017)
 Bachelor's degree (1 major) Computer Science (2017)
 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)
 Bachelor's degree (1 major) Computer Science (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)
 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)
 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)
 Bachelor's degree (1 major, 1 minor) Pedagogy (2020)
 Bachelor's degree (2 majors) Pedagogy (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)
 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)
 Bachelor's degree (1 major) Functional Materials (2021)
 Bachelor's degree (1 major) Computer Science und 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)
 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)
 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)
 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)
 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)
 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)
 Bachelor's degree (1 major) Business Information Systems (2024)
 Bachelor's degree (1 major) Econometrics (2024)
 Bachelor's degree (1 major) Business Management and Economics (2024)
 Bachelor's degree (1 major) Artificial Intelligence and Data Science (2024)
 Bachelor's degree (1 major) Human-Computer-Interaction (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/Empirical Cultural Studies (2025)
 Bachelor's degree (1 major) Pedagogy (2025)
 Bachelor's degree (2 majors) Pedagogy (2025)
 Bachelor's degree (1 major) Econometrics (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)

Module title		Abbreviation
Mass media processes and effects		o6-MK-MKW1-212-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 provides knowledge about fundamental concepts, theories and findings of media reception and media effects research. Using selected areas of mass media communication (e. g., advertising, music, entertainment), the module investigates, questions and provides students with deeper insights into these fundamentals.		
Intended learning outcomes		
Students learn to attribute media effects to complex causes and processes. They develop a systematic and analytic perspective on media effects. They 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)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a 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		
Master's degree (1 major) Management (2018) Bachelor's degree (1 major) Media Communication (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022) Master's degree (1 major) Management (2024) Master's degree (1 major) Economathematics (2024) Master's degree (1 major) Management (2025) Master's degree (1 major) Economathematics (2025)		

Module title		Abbreviation
Advertising and public relations		o6-MK-MKW2-212-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 conceptual and structural knowledge about marketing, advertising, public relations, and media planning.		
Intended learning outcomes		
Students learn to think strategic and market-oriented by taking the perspective of business companies and organisations. They become familiar with central concepts, occupational areas, and mindsets of the marketing and PR field.		
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 can be chosen to earn a 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		
--		
Additional information		
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Workload		
300 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Management (2018) Bachelor's degree (1 major) Media Communication (2021) Master's degree (1 major) Management (2022)		

Module title		Abbreviation
Psychology of online and mobile communication 1		o6-MK-OMK1-212-mo1
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 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		
Students are able to structure and describe online and mobile communication phenomena from a scientific psychological perspective. Students acquire knowledge about basic 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 can be chosen to earn a 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		
--		
Additional information		
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Workload		
300 h		
Teaching cycle		
--		
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 (2021)		

Module title		Abbreviation
Psychology of online and mobile communication 2		o6-MK-OMK2-212-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 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)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a 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		
--		
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 (2021)		

Module title		Abbreviation
Internship		o6-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 (o)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a 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 title		Abbreviation
Project: media practice		o6-MK-PRAX-212-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		
The module imparts basic competences and practical skills from the field of media practice. The students are to put the knowledge they have acquired during their studies into practice, i.e. apply it in a media project and deepen it accordingly. Topics from the fields of media communication are dealt with, such as media conception/media design, PR and advertising, film design, social media, gaming, intra- and inter-organizational communication, market and media research, radio and music.		
Intended learning outcomes		
The aim of the practical module is to acquire basic knowledge and application skills that are useful in job-related situations. The offer covers the subject areas of the work units (see contents of the module).		
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 can be chosen to earn a 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 (2021)		

Module title		Abbreviation
Experimental credit		o6-MK-PROB-212-mo1
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 (o)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
Acting as a participant in studies (30 hours), with the hours being divided between the work areas of the institute. 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 (2021)		

Module title		Abbreviation
Statistics 1		o6-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, 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 can be chosen to earn a 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		
--		
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 title		Abbreviation
Statistics 2		o6-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 can be chosen to earn a 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		
--		
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 title		Abbreviation
Work experience as teaching assistant		o6-MK-Tut-152-mo1
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 (o)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a 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 title		Abbreviation
Research project in media and business communication 1		o6-MK-VertKW1-212-mo1
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)		
R (3)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a 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		
--		
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 (2021)		

Module title		Abbreviation
Research project in media and business communication 2		o6-MK-VertKW2-212-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, communication 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)		
R (3)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a 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 (2021)		

Module title		Abbreviation
Research projects in media psychology 1		o6-MK-VertMP1-212-mo1
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)		
R (3)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a 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 (2021)		

Module title		Abbreviation
Research project in media psychology 2		o6-MK-VertMP2-212-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, communication 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)		
R (3)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a 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 (2021)		

Module title		Abbreviation
Research project in psychology of online and mobile communication 1		o6-MK-VertOMK1-212-mo1
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 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, communication 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)		
R (3)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a 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 (2021)		

Module title		Abbreviation
Research project in psychology of online and mobile communication 2		o6-MK-VertOMK2-212-mo1
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)		
R (3)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a 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 (2021)		

Module title		Abbreviation
Scientific methods & research		o6-MK-WA-212-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) + T (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 40 minutes) or b) oral examination of one candidate each (approx. 15 minutes) or c) oral examination in groups (approx. 40 minutes) or d) presentation (15 to 30 minutes) with related term paper (approx. 10 pages) or e) 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 (2021)		

Module title		Abbreviation
Contemporary research in media communication		o6-MK-WpAF-212-mo1
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		
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 (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 50 minutes) or b) oral examination of one candidate each (20 minutes) or c) term paper (approx. 10 pages) or d) portfolio (approx. 15 pages) or e) report (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 (2021)		

Module title		Abbreviation
Business administration in media contexts		o6-MK-WpBW-212-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 links economics and business administration with media communication. The basics of business administration are conveyed or business administration and economics are applied to the media industry or knowledge from media communication is applied to economic issues. Possible topics are the basics of business administration and economics, media economics, media law, corporate communication, marketing of media products, marketing and advertising or public relations.		
Intended learning outcomes		
The students can explain approaches from economics and apply them to media phenomena. Otherwise, the students can apply approaches from media communication to economic issues. The students acquire basic economic knowledge, reflect on the economic conditions for media-mediated communication or reflect on the economic effects of media communication.		
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 can be chosen to earn a bonus)		
a) written examination (approx. 50 minutes) or b) oral examination of one candidate each (20 minutes) or c) term paper (approx. 10 pages) or d) portfolio (approx. 15 pages) or e) report (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 (2021)		

Module title		Abbreviation
Research in media psychology 1		o6-MK-WpMP1-212-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 provides in-depth knowledge of the contents (concepts, theory, empirical and practical experience) of media psychological research. It focuses on a selected area of media-psychological research and deals with selected studies in a particular subject area, with specific topics or special research approaches. Relevant topics of media-psychological studies are addressed (e.g. Computers as Social Agents, Pornography, Gaming, Suicide Prevention in the Media).		
Intended learning outcomes		
The students possess professional and social skills that are helpful in dealing with research results. They have in-depth knowledge in central subject areas, theories and methods of media psychological research. This knowledge can be transferred to the field of practice or to Master's programs. The acquired skills are useful in academic as well as professional fields (e.g. conception of media formats, evaluation of media products, planning and implementation of studies).		
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 can be chosen to earn a bonus)		
a) written examination (approx. 50 minutes) or b) oral examination of one candidate each (20 minutes) or c) term paper (approx. 10 pages) or d) portfolio (approx. 15 pages) or e) report (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		
--		
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 (2021)		

Module title		Abbreviation
Research in media psychology 2		o6-MK-WpMP2-212-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 provides in-depth knowledge of the domains (concepts, theory, empirical and practical experience) of media psychological research. It focuses on a selected area of media-psychological studies and theories by examining selected studies in a specific subject area or a specific research approach. Interesting topics of media psychological studies are addressed (e.g. computers as social agents, pornography, gaming, suicide prevention in the media, etc.).		
Intended learning outcomes		
The students possess professional and social skills that are helpful in dealing with research results. They have in-depth knowledge in central subject areas, theories and methods of media psychological research. This knowledge can be transferred to the field of practice or to Master's programs. The acquired skills are useful in academic as well as professional fields (e.g. conception of media formats, evaluation of media products, planning and implementation of studies).		
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 can be chosen to earn a bonus)		
a) written examination (approx. 50 minutes) or b) oral examination of one candidate each (20 minutes) or c) term paper (approx. 10 pages) or d) portfolio (approx. 15 pages) or e) report (approx. 10 pages) Language of assessment: German and/or English		
Allocation of places		
--		
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 (2021)		

Module title		Abbreviation
Research in media and business communication 1		o6-MK-WpMWK1-212-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 students acquire in-depth knowledge about one or more research segments within the field of communication science. Communication theories, methods and results are focused on. These address the uses and effects of media in a digital society and aim at describing, explaining, and predicting media use (including respective media effects).		
Intended learning outcomes		
The students acquire in-depth knowledge about one or more research segments within the field of communication science. They extend their understanding of communication theories, methods and results, and they can adequately apply this knowledge. This allows students to describe, explain, and predict media uses and effects in a digital society.		
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 can be chosen to earn a bonus)		
a) written examination (approx. 50 minutes) or b) oral examination of one candidate each (20 minutes) or c) term paper (approx. 10 pages) or d) portfolio (approx. 15 pages) or e) report (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)		
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Module appears in		
Bachelor's degree (1 major) Media Communication (2021)		

Module title		Abbreviation
Research in media and business communication 2		o6-MK-WpMWK2-212-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 students acquire in-depth knowledge about one or more research segments within the field of communication science. Communication theories, methods and results are focused on. These address the uses and effects of media in a digital society and aim at describing, explaining, and predicting media use (including respective media effects).		
Intended learning outcomes		
The students acquire in-depth knowledge about one or more research segments within the field of communication science. They extend their understanding of communication theories, methods and results, and they can adequately apply this knowledge. This allows students to describe, explain, and predict media uses and effects in a digital society.		
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 can be chosen to earn a bonus)		
a) written examination (approx. 50 minutes) or b) oral examination of one candidate each (20 minutes) or c) term paper (approx. 10 pages) or d) portfolio (approx. 15 pages) or e) report (approx. 10 pages) Language of assessment: German and/or English		
Allocation of places		
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Additional information		
--		
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 (2021)		

Module title		Abbreviation
Research in psychology of mobile and online communication 1		o6-MK-WpOMK1-212-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 in-depth knowledge about one or more research segments within the psychology of communication with relevance to online and mobile communication. Scientific-psychological theories, methods and results are focused on. These address the use of media in a digital society and aimed at describing, explaining, and predicting media use (including respective media effects).		
Intended learning outcomes		
The students acquire in-depth knowledge about one or more research segments within the psychology of communication with relevance to online and mobile communication. They extend their understanding of scientific-psychological theories, methods and results and they can adequately apply this knowledge. This allows students to describe, explain, and predict media use (including media effects) in a digital society.		
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 can be chosen to earn a bonus)		
a) written examination (approx. 50 minutes) or b) oral examination of one candidate each (20 minutes) or c) term paper (approx. 10 pages) or d) portfolio (approx. 15 pages) or e) report (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)		
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Module appears in		
Bachelor's degree (1 major) Media Communication (2021)		

Module title		Abbreviation
Research in psychology of mobile and online communication 2		o6-MK-WpOMK2-212-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 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, communication 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 (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 50 minutes) or b) oral examination of one candidate each (20 minutes) or c) term paper (approx. 10 pages) or d) portfolio (approx. 15 pages) or e) report (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 (2021)		

Module title		Abbreviation
Production of media		o6-MK-WpPM-212-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		
Different kinds of media are produced in this module. This includes visual media products such as Photos or videos, auditory media products such as Podcasts or music but also multimedia products such as Websites or social robots. The students are learning about the design, and/or the technical tools, and/or computer science in order to create a medium. The evaluation of the media can also be part of the module.		
Intended learning outcomes		
The students learn to comply to design guidelines in the production of media, and/or they learn how to use technical devices and software that are used to create the medium.		
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 can be chosen to earn a bonus)		
a) written examination (approx. 50 minutes) or b) oral examination of one candidate each (20 minutes) or c) term paper (approx. 10 pages) or d) portfolio (approx. 15 pages) or e) report (approx. 10 pages) Language of assessment: German and/or English		
Allocation of places		
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Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
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 (2021)		

Module title		Abbreviation
Theories of media communication		o6-MK-WpTMK-212-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		
The students acquire knowledge about theories of media-mediated communication. The theories can be based on social sciences as well as cultural studies and humanities, e.g. are based on communication science, media studies, psychology, sociology, political science or history as well as journalism. The students deal with the theories and the phenomena that the theory is describing and explaining.		
Intended learning outcomes		
The students know about theories that describe and explain media phenomena. Students can compare different theories to each other and can discuss the theories merits and their limitations.		
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 can be chosen to earn a bonus)		
a) written examination (approx. 50 minutes) or b) oral examination of one candidate each (20 minutes) or c) term paper (approx. 10 pages) or d) portfolio (approx. 15 pages) or e) report (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		
--		
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 (2021)		

Module title		Abbreviation
Digital media 1		10-MK-DigMed1-212-mo1
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 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, media informatics 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)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a 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		
Instead of an exercise, a tutorial with 2 SWS can be offered.		
Workload		
150 h		
Teaching cycle		
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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 (2021)		

Module title		Abbreviation
Digital media 2		10-MK-DigMed2-212-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		
<p>The lecture Media Informatics 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.</p> <p>Additional digital media types are introduced, based on the lecture Media Informatics 1.</p> <p>At the end of the module research topics in Media Informatics will be introduced and presented in an applied-practical way.</p>		
Intended learning outcomes		
<p>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.</p>		
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 can be chosen to earn a bonus)		
<p>a) written examination (approx. 100 minutes) or</p> <p>b) oral examination of one candidate each (approx. 30 minutes)</p> <p>Language of assessment: German and/or English</p> <p>creditable for bonus</p>		
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)		
§ 22 II Nr. 3 b)		
Module appears in		
Bachelor's degree (1 major) Media Communication (2021)		

Module title		Abbreviation
Research project in media informatics 1		10-MK-MI-Vert1-212-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		
The module provides in-depth knowledge of a selected area of media informatics. Concepts, theory and practice are integrated in projects.		
Intended learning outcomes		
In this module, theoretical, empirical and application-oriented skills are acquired and applied in practice.		
Courses (type, number of weekly contact hours, language — if other than German)		
R (3)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 100 minutes) or b) oral examination of one candidate each (approx. 20 minutes) or c) report (approx. 15 pages) or d) portfolio (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 (2021)		

Module title		Abbreviation
Research project in media informatics 2		10-MK-MI-Vert2-212-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 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, communication 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)		
R (3)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 100 minutes) or b) oral examination of one candidate each (approx. 20 minutes) or c) report (approx. 15 pages) or d) portfolio (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 (2021)		