

Annex SFB

Studienfachbeschreibung (subject description, SFB) for the subject Media Communication as a Bachelor's with 1 major with the degree "Bachelor of Arts" (180 ECTS credits)

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

Examination regulations version: 2010
Examination regulations version: 2010

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

Information on assessment procedures: 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 a module comprise more than one graded assessment, all assessments will be equally weighted, unless otherwise stated below.

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

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

ASPO2009

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

25-Oct-2012 (2012-175)

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.

Every module will be described using the following form:

Abbreviation	Module title							
	ECTS		Duration	(in semesters)	Method of grading		Module level	
	Courses		To be specified in the form X (y) with course type X abbreviated as specified above and number of weekly contact hours y					
	Method of assessment							
	Only after successful completion of		if applicable					
	Other prerequisites		if applicable					
	Participants and allocation of places		if applicable					
	Additional information		if applicable					
	Referred to in LPO I		if applicable (examination regulations for teaching-degree programmes)					

Compulsory Courses (128 ECTS credits)								
o6-MK-MedInf1-102-m01	Computer Science in Media 1							
	ECTS	6	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses	V + T (no information on SWS (weekly contact hours) and course language available)						
	Method of assessment	a) written examination (approx. 60 minutes) or b) written examination (approx. 40 minutes) with exercises (40 hours), weighed 5:1 or c) oral examination of one candidate each (approx. 30 minutes) or d) presentation (15 to 30 minutes) with written elaboration (10 to 15 pages) or e) term paper (15 to 20 pages) or f) portfolio (maximum 20 pages) Language of assessment: German, English						
	Participants and allocation of places	Digital Humanities Master's (120 ECTS): maximum 10 places. Places will be allocated according to the number of subject semesters. Among applicants with the same number of subject semesters, places will be allocated by lot.						
o6-MK-MedInf2-102-m01	Computer Science in Media 2							
	ECTS	6	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses	V + Ü (no information on SWS (weekly contact hours) and course language available)						
	Method of assessment	a) written examination (approx. 60 minutes) or b) written examination (approx. 40 minutes) with exercises (40 hours), weighed 5:1 or c) oral examination of one candidate each (approx. 30 minutes) or d) presentation (15 to 30 minutes) with written elaboration (10 to 15 pages) or e) term paper (15 to 20 pages) or f) portfolio (maximum 20 pages) Language of assessment: German, English						
	Participants and allocation of places	Digital Humanities Master's (120 ECTS): maximum 10 places. Places will be allocated according to the number of subject semesters. Among applicants with the same number of subject semesters, places will be allocated by lot.						
o6-MK-IPSY1-102-m01	Instructional Psychology 1							
	ECTS	10	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses	V + V + S (no information on SWS (weekly contact hours) and course language available)						
	Method of assessment	written examination (approx. 100 minutes) Language of assessment: German, English						
	other prerequisites	Admission prerequisite to assessment: 75% of exercises (approx. 30 hours) to be successfully completed in the seminar.						
o6-MK-IPSY2-102-m01	Instructional Psychology 2							
	ECTS	10	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses	V + S + S (no information on SWS (weekly contact hours) and course language available)						
	Method of assessment	written examination (approx. 100 minutes) Language of assessment: German, English						
	other prerequisites	Admission prerequisite to assessment: one presentation (60 minutes) per seminar and one written elaboration (6 to 10 pages) in one seminar.						

o6-MK-MKW1-102-mo1	Media and Communication Science 1							
	ECTS	8	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses		This module comprises 2 module components. Information on courses will be listed separately for each module component. <ul style="list-style-type: none">o6-MK-MKW1-1-102: V (no information on SWS (weekly contact hours) and course language available)o6-MK-MKW1-2-102: S (no information on SWS (weekly contact hours) and course language available)					
o6-MK-MKW2-102-mo1	Method of assessment		Assessment in this module comprises the assessments in the individual module components as specified below. Unless stated otherwise, successful completion of the module will require successful completion of all individual assessments. Assessment in module component o6-MK-MKW1-1-102: Media Systems Press and Broadcast <ul style="list-style-type: none">6 ECTS, Method of grading: numerical gradewritten examination (approx. 80 minutes)Language of assessment: German, English Assessment in module component o6-MK-MKW1-2-102: Introduction to Conception and Marketing of Media <ul style="list-style-type: none">2 ECTS, Method of grading: (not) successfully completeda) presentation (approx. 60 minutes) and written elaboration/position paper (2 pages) or b) term paper (approx. 20 pages)Language of assessment: German, English					
	Media and Communication Science 2							
	ECTS	6	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses		This module comprises 2 module components. Information on courses will be listed separately for each module component. <ul style="list-style-type: none">o6-MK-MKW2-1-102: V (no information on SWS (weekly contact hours) and course language available)o6-MK-MKW2-2-102: S (no information on SWS (weekly contact hours) and course language available)					
	Method of assessment		Assessment in this module comprises the assessments in the individual module components as specified below. Unless stated otherwise, successful completion of the module will require successful completion of all individual assessments. Assessment in module component o6-MK-MKW2-1-102: Media Processes and Effects Research <ul style="list-style-type: none">4 ECTS, Method of grading: numerical gradewritten examination (approx. 60 minutes)Language of assessment: German, English Assessment in module component o6-MK-MKW2-2-102: Applied Research on Media Processes and Effects <ul style="list-style-type: none">2 ECTS, Method of grading: (not) successfully completeda) presentation (approx. 60 minutes) or b) written elaborations of assumptions on texts (10 elaborations, 0.5 pages each) or c) term paper (approx. 20 pages)Language of assessment: German, English					

o6-MK-Med-Prod1-102-mo1	Media Production / Media Analysis 1							
	ECTS	6	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses	This module comprises 2 module components. Information on courses will be listed separately for each module component. <ul style="list-style-type: none">o6-MK-MedProd1-1-102: S (no information on SWS (weekly contact hours) and course language available)o6-MK-MedProd1-2-102: V (no information on SWS (weekly contact hours) and course language available)						
	Method of assessment	Assessment in this module comprises the assessments in the individual module components as specified below. Unless stated otherwise, successful completion of the module will require successful completion of all individual assessments. Assessment in module component o6-MK-MedProd1-1-102: Media Production 1 <ul style="list-style-type: none">2 ECTS, Method of grading: (not) successfully completeda) term paper (approx. 5 pages) or b) portfolio (approx. 20 pages) or c) regular completion of exercises (75%, 30 hours)Language of assessment: German, English Assessment in module component o6-MK-MedProd1-2-102: Media Analysis 1 <ul style="list-style-type: none">4 ECTS, Method of grading: numerical gradea) written examination (approx. 60 minutes) or b) written examination (approx. 40 minutes) with exercises (40 hours), weighted 5:1 or c) oral examination of one candidate each (approx. 30 minutes) or d) presentation (15 to 30 minutes) with written elaboration (10 to 15 pages) or e) term paper (15 to 20 pages) or f) portfolio (maximum 20 pages) or g) regular completion of exercises (75%, 60 hours)Language of assessment: German, English						
o6-MK-Med-Prod2-102-mo1	Media Production / Media Analysis 2							
	ECTS	6	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses	This module comprises 2 module components. Information on courses will be listed separately for each module component. <ul style="list-style-type: none">o6-MK-MedProd2-1-102: S (no information on SWS (weekly contact hours) and course language available)o6-MK-MedProd2-2-102: V (no information on SWS (weekly contact hours) and course language available)						
	Method of assessment	Assessment in this module comprises the assessments in the individual module components as specified below. Unless stated otherwise, successful completion of the module will require successful completion of all individual assessments. Assessment in module component o6-MK-MedProd2-1-102: Media Production 2 <ul style="list-style-type: none">2 ECTS, Method of grading: (not) successfully completeda) term paper (approx. 5 pages) or b) portfolio (approx. 20 pages) or c) regular completion of exercises (75%, 30 hours)Language of assessment: German, English Assessment in module component o6-MK-MedProd2-2-102: Media Analysis 2 <ul style="list-style-type: none">4 ECTS, Method of grading: numerical gradea) written examination (approx. 60 minutes) or b) written examination (approx. 40 minutes) with exercises (40 hours), weighted 5:1 or c) oral examination of one candidate each (approx. 30 minutes) or d) presentation (15 to 30 minutes) with written elaboration (10 to 15 pages) or e) term paper (15 to 20 pages) or f) portfolio (maximum 20 pages) or g) regular completion of exercises (75%, 60 hours)Language of assessment: German, English						

o6-MK-Med-Psy1-102-m01	Media Psychology 1							
	ECTS	12	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses		This module comprises 2 module components. Information on courses will be listed separately for each module component. <ul style="list-style-type: none">o6-MK-MedPsy1-1-102: V + V (no information on SWS (weekly contact hours) and course language available)o6-MK-MedPsy1-2-102: S (no information on SWS (weekly contact hours) and course language available)					
	Method of assessment		Assessment in this module comprises the assessments in the individual module components as specified below. Unless stated otherwise, successful completion of the module will require successful completion of all individual assessments. Assessment in module component o6-MK-MedPsy1-1-102: Media Psychology 1 Media Psychology 1 <ul style="list-style-type: none">8 ECTS, Method of grading: numerical gradea) written examination (approx. 120 minutes) or b) oral examination of one candidate each (approx. 30 minutes)Language of assessment: German, English Assessment in module component o6-MK-MedPsy1-2-102: Basic concepts <ul style="list-style-type: none">4 ECTS, Method of grading: (not) successfully completeda) presentation (45 to 90 minutes) with written elaboration (1 to 2 pages) or b) term paper (approx. 20 pages)Language of assessment: German, English					
	Media Psychology 2							
	ECTS	10	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses		This module comprises 2 module components. Information on courses will be listed separately for each module component. <ul style="list-style-type: none">o6-MK-MedPsy2-1-102: V (no information on SWS (weekly contact hours) and course language available)o6-MK-MedPsy2-2-102: S (no information on SWS (weekly contact hours) and course language available)					
	Method of assessment		Assessment in this module comprises the assessments in the individual module components as specified below. Unless stated otherwise, successful completion of the module will require successful completion of all individual assessments. Assessment in module component o6-MK-MedPsy2-1-102: Media Psychology 2 <ul style="list-style-type: none">8 ECTS, Method of grading: numerical gradea) written examination (approx. 100 minutes) or b) oral examination of one candidate each (approx. 30 minutes)Language of assessment: German, English Assessment in module component o6-MK-MedPsy2-2-102: Theoretical and empirical approaches <ul style="list-style-type: none">2 ECTS, Method of grading: (not) successfully completeda) presentation (45 to 90 minutes) with written elaboration (1 to 2 pages) or b) term paper (approx. 20 pages)Language of assessment: German, English					

o6-MK-Meth1-102-mo1	Methods 1							
	ECTS	10	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses		This module comprises 3 module components. Information on courses will be listed separately for each module component. <ul style="list-style-type: none">o6-MK-Meth1-1-102: S (no information on SWS (weekly contact hours) and course language available)o6-MK-Meth1-2-102: P (no information on SWS (weekly contact hours) and course language available)o6-MK-Meth1-3-102: S + T (no information on SWS (weekly contact hours) and course language available)					
	Method of assessment		Assessment in this module comprises the assessments in the individual module components as specified below. Unless stated otherwise, successful completion of the module will require successful completion of all individual assessments. Assessment in module component o6-MK-Meth1-1-102: Observation <ul style="list-style-type: none">3 ECTS, Method of grading: (not) successfully completeda) presentation (45 to 90 minutes) with written elaboration (1 to 2 pages) or b) term paper (approx. 20 pages)Language of assessment: German, English Assessment in module component o6-MK-Meth1-2-102: Participating in empirical studies <ul style="list-style-type: none">1 ECTS, Method of grading: (not) successfully completedproof of having spent 25 hours acting as a participant in experimentsLanguage of assessment: German, English Assessment in module component o6-MK-Meth1-3-102: QM A QM A <ul style="list-style-type: none">6 ECTS, Method of grading: numerical gradea) written examination (approx. 120 minutes) or b) oral examination of one candidate each (approx. 30 minutes)Language of assessment: German, English					
	Methods 2							
	ECTS	10	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
Courses		This module comprises 3 module components. Information on courses will be listed separately for each module component. <ul style="list-style-type: none">o6-MK-Meth2-1-102: S (no information on SWS (weekly contact hours) and course language available)o6-MK-Meth2-2-102: S (no information on SWS (weekly contact hours) and course language available)o6-MK-Meth2-3-102: S + T (no information on SWS (weekly contact hours) and course language available)						
Method of assessment		Assessment in this module comprises the assessments in the individual module components as specified below. Unless stated otherwise, successful completion of the module will require successful completion of all individual assessments. Assessment in module component o6-MK-Meth2-1-102: Survey & Experiment <ul style="list-style-type: none">2 ECTS, Method of grading: (not) successfully completeda) written examination (approx. 60 minutes) or b) presentation (45 to 60 minutes)Language of assessment: German, English Assessment in module component o6-MK-Meth2-2-102: SPSS <ul style="list-style-type: none">2 ECTS, Method of grading: (not) successfully completedregular completion of exercises (75%, 30 hours)Language of assessment: German, English Assessment in module component o6-MK-Meth2-3-102: QM B QM B <ul style="list-style-type: none">6 ECTS, Method of grading: numerical gradea) written examination (approx. 120 minutes) or b) oral examination of one candidate each (approx. 30 minutes)Language of assessment: German, English						

o6-MK-WMM1-102-m01	Business, Market and Media 1							
	ECTS	10	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses		This module comprises 2 module components. Information on courses will be listed separately for each module component. <ul style="list-style-type: none">o6-MK-WMM1-1-102: V (no information on SWS (weekly contact hours) and course language available)o6-MK-WMM1-2-102: V (no information on SWS (weekly contact hours) and course language available)					
	Method of assessment		Assessment in this module comprises the assessments in the individual module components as specified below. Unless stated otherwise, successful completion of the module will require successful completion of all individual assessments. Assessment in module component o6-MK-WMM1-1-102: Business, Market and Media <ul style="list-style-type: none">5 ECTS, Method of grading: numerical gradewritten examination (approx. 50 minutes)Language of assessment: German, English Assessment in module component o6-MK-WMM1-2-102: Industrial and Organizational Psychology <ul style="list-style-type: none">5 ECTS, Method of grading: numerical gradewritten examination (approx. 50 minutes)Language of assessment: German, English					
o6-MK-WMM2-102-m01	Business, Market and Media 2							
	ECTS	8	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses		S + T (no information on SWS (weekly contact hours) and course language available)					
	Method of assessment		a) oral examination of one candidate each (approx. 30 minutes) or b) presentation (15 to 30 minutes) with written elaboration (10 to 15 pages) or c) term paper (approx. 20 pages) or d) portfolio (maximum 20 pages) Language of assessment: German, English					
o6-MK-PRAX-102-m01	Practice							
	ECTS	10	Duration	1 semester	Method of grading	(not) successfully completed	Modul level	undergraduate
	Courses		S (no information on SWS (weekly contact hours) and course language available)					
	Method of assessment		project report (5 to 8 pages) including media product created (200 hours) Language of assessment: German, English					
Compulsory Electives (20 ECTS credits)								
o6-MK-VertMP1-102-m01	Advanced studies Media Psychology 1							
	ECTS	10	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses		S (no information on SWS (weekly contact hours) and course language available)					
	Method of assessment		a) written examination (approx. 100 minutes) or b) oral examination (approx. 30 minutes) or c) report (approx. 15 pages) Language of assessment: German, English					
o6-MK-VertKW1-102-m01	Advanced studies Communication Science 1							
	ECTS	10	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses		S (no information on SWS (weekly contact hours) and course language available)					
	Method of assessment		a) written examination (approx. 100 minutes) or b) oral examination (approx. 30 minutes) or c) report (approx. 15 pages) Language of assessment: German, English					

o6-MK-Vert-MI1-102-m01	Advanced studies Computer Science in Media 1							
	ECTS	10	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses	S (no information on SWS (weekly contact hours) and course language available)						
	Method of assessment	a) written examination (approx. 100 minutes) or b) oral examination (approx. 30 minutes) or c) report (approx. 15 pages) Language of assessment: German, English						
o6-MK-Ver-tIP1-102-m01	Advanced studies Instructional Psychology 1							
	ECTS	10	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses	S (no information on SWS (weekly contact hours) and course language available)						
	Method of assessment	a) written examination (approx. 100 minutes) or b) oral examination (approx. 30 minutes) or c) report (approx. 15 pages) Language of assessment: German, English						
o6-MK-VertMP2-102-m01	Advanced studies Media Psychology 2							
	ECTS	10	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses	S (no information on SWS (weekly contact hours) and course language available)						
	Method of assessment	a) written examination (approx. 100 minutes) or b) oral examination (approx. 30 minutes) or c) report (approx. 15 pages) Language of assessment: German, English						
o6-MK-VertKW2-102-m01	Advanced studies Communication Science 2							
	ECTS	10	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses	S (no information on SWS (weekly contact hours) and course language available)						
	Method of assessment	a) written examination (approx. 100 minutes) or b) oral examination (approx. 30 minutes) or c) report (approx. 15 pages) Language of assessment: German, English						
o6-MK-Vert-MI2-102-m01	Advanced studies Computer Science in Media 2							
	ECTS	10	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses	S (no information on SWS (weekly contact hours) and course language available)						
	Method of assessment	a) written examination (approx. 100 minutes) or b) oral examination (approx. 30 minutes) or c) report (approx. 15 pages) Language of assessment: German, English						
o6-MK-Ver-tIP2-102-m01	Advanced studies Instructional Psychology 2							
	ECTS	10	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses	S (no information on SWS (weekly contact hours) and course language available)						
	Method of assessment	a) written examination (approx. 100 minutes) or b) oral examination (approx. 30 minutes) or c) report (approx. 15 pages) Language of assessment: German, English						
o6-MK-Fe-102-m01	Research in Media Kommunikation							
	ECTS	10	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses	S (no information on SWS (weekly contact hours) and course language available)						
	Method of assessment	a) written examination (approx. 100 minutes) or b) oral examination (approx. 30 minutes) or c) report (approx. 15 pages) Language of assessment: German, English						

Thesis (12 ECTS credits)								
o6-MK-BT-092-m01	Bachelor Thesis Media Communication							
	ECTS	12	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses		C (no information on SWS (weekly contact hours) and course language available)					
	Method of assessment		Bachelor's thesis (approx. 30 pages) Language of assessment: German, English					
Subject-specific Key Skills (15 ECTS credits)								
Module 41-IK-SW1 will no longer be available after the summer semester 2012. It will then be replaced by 41-IK-BM.								
41-IK-BM-122-m01	Information Literacy (Basic Level)							
	ECTS	2	Duration	1 semester	Method of grading	(not) successfully completed	Modul level	undergraduate
	Courses		Ü (no information on SWS (weekly contact hours) and course language available)					
	Method of assessment		a) written examination (approx. 60 minutes) or b) preparing and delivering a presentation with slides (approx. 10 minutes or approx. 5 minutes and 1 page) or c) completing exercises (approx. 10 exercises) or d) presentation without slides (approx. 30 minutes) or e) preparing and delivering a presentation with slides (approx. 5 minutes) and completing exercises (approx. 5 exercises) or f) presentation without slides (approx. 15 minutes) and completing exercises (approx. 5 exercises)					
	Referred to in LPO I		§ 99 (1) 1. Sprachheilpäd. Sonderpädagogik und Bezugswissenschaften der Sprachheilpädagogik SO					
o6-MK-Prakt-112-m01	Internship							
	ECTS	10	Duration	1 semester	Method of grading	(not) successfully completed	Modul level	undergraduate
	Courses		P (no information on SWS (weekly contact hours) and course language available)					
	Method of assessment		placement report / fieldwork report / report on practical training / report on practical course / project report / report on technical course (approx. 8 pages)					
Additional Information		Additional information on module duration: 8 weeks.						
o6-MK-Einf-WA-102-m01	Academic techniques for scientific writing and presentation							
	ECTS	3	Duration	1 semester	Method of grading	(not) successfully completed	Modul level	undergraduate
	Courses		S (no information on SWS (weekly contact hours) and course language available)					
Method of assessment		a) written examination (approx. 30 minutes) or b) oral examination of one candidate each (approx. 15 minutes) or c) presentation (15 to 30 minutes) with written elaboration (approx. 10 pages) or d) term paper (approx. 15 pages) or e) portfolio (maximum 20 pages)						