

# Modulhandbuch

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## Master

# Media and Communication Science

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**Studienordnungsversion: 2021**

**gültig für das Sommersemester 2022**

Erstellt am: 19. Mai 2022

aus der POS Datenbank der TU Ilmenau

Herausgeber: Der Präsident der Technischen Universität Ilmenau

URN: urn:nbn:de:gbv:ilm1-mhb-26470



## Modul: Academic Skills in Communication Science

Modulabschluss: Prüfungsleistung alternativ

Art der Notengebung: Gestufte Noten

Sprache: Englisch

Pflichtkenn.: Pflichtmodul

Turnus: Wintersemester

Modulnummer: 200814

Prüfungsnummer: 2500571

Modulverantwortlich: Prof. Dr. Nicola Döring

Leistungspunkte: 5	Workload (h): 150	Anteil Selbststudium (h): 128	SWS: 2.0																														
Fakultät für Wirtschaftswissenschaften und Medien			Fachgebiet: 2554																														
SWS nach Fach- semester	1.FS			2.FS			3.FS			4.FS			5.FS			6.FS			7.FS			8.FS			9.FS			10.FS					
	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P
	1	1	0																														

### Lernergebnisse / Kompetenzen

After attending the lecture, students understand the difference between self-management skills, study skills, and research skills (professional competence).

After attending the lecture, students understand the basics of good academic practice in communication science (professional competence).

After attending the lecture and working on the practical tasks, students know how to approach academic tasks and manage core elements of empirical research projects. They can conduct simpler research projects on their own (methods competence).

After working on the practical tasks, students can plan the time for a research project, motivate themselves to work on that project, structure the process, follow rules of good practice in communication science, and assess their achievements (self-management competence).

### Vorkenntnisse

No prior knowledge required.

### Inhalt

The module "Academic Skills in Communication Science" covers the following topics:

1. Introduction to Academic Skills: Self Management Skills, Study Skills, Research Skills
2. Managing Scientific Literature
3. Evaluating Scientific Literature
4. Research Topics and Research Problems
5. Managing Methodology and Empirical Data
6. Oral Presentations and Written Research Reports
7. Summary and Outlook

### Medienformen und technische Anforderungen bei Lehr- und Abschlussleistungen in elektronischer Form

This module will be taught online. It can be studied entirely digital. It is therefore suitable for students enrolled in the digital MCS (Media and Communication Science) program.

Moodle, Texts, Slides, Internet Links, Videos

<https://moodle2.tu-ilmenau.de/course/view.php?id=3990>

## Literatur

Literature list will be provided in the course of the module

## Detailangaben zum Abschluss

- active participation in class
- bi-weekly written research tasks to be submitted to moodle

alternative Abschlussform aufgrund verordneter Coronamaßnahmen inkl. technischer Voraussetzungen

verwendet in folgenden Studiengängen:

Master Media and Communication Science 2021

## Modul: Data Analysis: Methods in Empirical Communication Research

Modulabschluss: Prüfungsleistung alternativ Art der Notengebung: Gestufte Noten  
 Sprache: Englisch Pflichtkennz.: Pflichtmodul Turnus: Wintersemester

Modulnummer: 200813

Prüfungsnummer: 2500570

Modulverantwortlich: Prof. Dr. Emese Domahidi

Leistungspunkte: 5	Workload (h): 150	Anteil Selbststudium (h): 116	SWS: 3.0
Fakultät für Wirtschaftswissenschaften und Medien			Fachgebiet: 2559

SWS nach Fach- semester	1.FS			2.FS			3.FS			4.FS			5.FS			6.FS			7.FS			8.FS			9.FS			10.FS					
	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P			
	1	2	0																														

### Lernergebnisse / Kompetenzen

After the lecture students are able to understand and explain selected quantitative methods for data analysis and complex research designs.

After the exercise students are able to apply quantitative methods for their data analysis

- Students are able to organize, prepare and modify empirical data for statistical analysis.
- Students understand how to apply different methods of uni-, bi- and multivariate analysis of quantitative data to answer research questions.
- Students are able to interpret and explain the results of advanced statistical analyses.

### Vorkenntnisse

Basic knowledge on social science research methods and statistics (basic graduate level).

### Inhalt

In the lecture the principles and the statistical background of basic methods of data analysis are explained. These methods are applied to specific research problems in the exercise. Therefore, real research data are analyzed using R. Techniques of data management and wrangling and different techniques of uni-, bi- and multivariate analysis of quantitative data are learned (e.g. frequencies, measures of central tendency, correlation analysis, regression analysis, analysis of variance, factor analysis).

### Medienformen und technische Anforderungen bei Lehr- und Abschlussleistungen in elektronischer Form

<https://moodle2.tu-ilmenau.de/course/view.php?id=3725>

All materials will be made available on Moodle.

You will need:

Camera for video transmission (720p/HD),  
microphone,

Internet connection (suitable for HD audio and video transmission: 4 Mbps),  
terminal device that meets the technical requirements of the required software.

### Literatur

Will be announced each semester.

### Detailangaben zum Abschluss

Students write a research paper based on their own statistical analysis.

alternative Abschlussform aufgrund verordneter Coronamaßnahmen inkl. technischer Voraussetzungen

verwendet in folgenden Studiengängen:

Master International Business Economics 2021  
 Master Media and Communication Science 2021

## Modul: Intercultural Communication

Modulabschluss: Prüfungsleistung alternativ Art der Notengebung: Gestufte Noten  
 Sprache: Englisch Pflichtkennz.: Pflichtmodul Turnus: Wintersemester

Modulnummer: 200802 Prüfungsnummer: 2500559

Modulverantwortlich: Prof. Dr. Martin Löffelholz

Leistungspunkte: 5 Workload (h): 150 Anteil Selbststudium (h): 128 SWS: 2.0  
 Fakultät für Wirtschaftswissenschaften und Medien Fachgebiet: 2552

SWS nach Fach- semester	1.FS			2.FS			3.FS			4.FS			5.FS			6.FS			7.FS			8.FS			9.FS			10.FS								
	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P			
	1	1	0																																	

### Lernergebnisse / Kompetenzen

After the lectures students have insight into relevant intercultural communication theories and methods. During the practical classes students gained knowledge and understanding of theoretical approaches to intercultural and transcultural communication: (1) Theories of values orientation, intercultural adaptation and integration; (2) Influence of culture on various levels of communication (interpersonal and mediated); (3) Specifics of verbal and non-verbal communication in different cultures; (4) Impact of intercultural communication on professional and everyday life. Discussions in intercultural groups strengthened the students' social competencies. They learned about relevant methods in intercultural communication.

### Vorkenntnisse

Understanding of fundamental theories in media and communication research

### Inhalt

Das Modul bietet einen Überblick über die Theorien und Forschungsergebnisse zur interkulturellen Kommunikation unter Berücksichtigung aller Kommunikationsebenen, d.h. der persönlichen Wahrnehmung sowie der interpersonellen und mediatisierten Kommunikation. Neben der Lektüre einschlägiger Literatur und der Diskussion empirischer Studien erarbeiten die Studierenden ihr Wissen über andere Kulturen durch Selbst- und Fremdbeobachtung im Unterricht und in der Freizeit. Auf dieser Grundlage werden Kompetenzen für eine erfolgreiche Kommunikation in einem interkulturellen Umfeld entwickelt. Außerdem erwerben die Studierenden Kenntnisse über theoretische Ansätze zur inter- und transkulturellen Kommunikation. So werden beispielsweise Theorien zur Werteorientierung, zur interkulturellen Anpassung und Integration oder zum Einfluss der Kultur auf die zwischenmenschliche und vermittelte Kommunikation diskutiert. Darüber hinaus analysieren die Teilnehmenden die Besonderheiten der verbalen und nonverbalen Kommunikation in verschiedenen Kulturen sowie die Auswirkungen der interkulturellen Kommunikation auf Arbeit und Alltag.

### Medienformen und technische Anforderungen bei Lehr- und Abschlussleistungen in elektronischer Form

The course will be taught in hybrid. The class can be studied entirely digital – it is therefore suitable for students enrolled in the digital MCS-program.

Relevant documents and materials will be made accessible to students on the E-Learning-Platform moodle.tu-ilmenau.de.

In class, presentations (PPT or other formats) will be used and the use of other media is encouraged (Video, Audio, Posters, etc.).

This course further uses Virtual Reality applications.

Further information will be communicated in class.

Link to Moodle-Course: <https://moodle2.tu-ilmenau.de/course/view.php?id=3701>

### Technical requirements:

- Camera for video transmission (720p/HD)
- audio system and microphone with sufficient speech intelligibility
- stable internet connection (suitable for HD audio and video transmission: 4 MBit/s)
- End device that meets the technical requirements of the required software:
  - PC/Laptop
  - Current operating system with current virus protection

- Current Office program
- Updated browser, preferably Google Chrome or Firefox

Additional requirements for Social VR:

- Stable internet connection (via LAN, not WLAN) (suitable for HD audio and video transmission as well as social VR: 15Mbit/s)
- External three-button mouse and headphones
- End device that meets the technical requirements of the required software:
  - Desktop PC/Laptop (not smartphone or tablet)
  - preferably with Intel i7/Intel i9 or similar CPU, 8 GB RAM, modern graphics card with 4 GB VRAM
  - Up-to-date operating system with current virus protection

## Literatur

Asante, M. K., Gudykunst, W. B. (eds.). (2000). Handbook of international and inter-cultural communication (2nd ed.). Newsbury Park, CA: Sage.

Carte, P.; Fox, C: (2008): Bridging the culture gap: A practical guide to international business Communication (2nd ed.). London: Kogan Page. Gudykunst, W. B. (ed.). (2004). Theorizing about intercultural communication. Thousand Oaks: Sage.

Hallin, D. C., & Mancini, P. (2006). Comparing media systems: Three models of media and politics. Cambridge: University Press. Hallin, D. C. & Mancini, P. (Eds.) (2012). Comparing media systems beyond the Western world: Communication, society and politics. Cambridge: University Press. Hofstede, Geert (2002). Culture's consequences: Comparing values, behaviours, institutions and organizations across nations. Thousand Oaks, London, New Delhi: Sage.

Jandt, Fred E. (2004). An introduction to intercultural communication. Identities in a global community (fourth Ed.). Thousand Oaks, London, New Delhi: Sage.

Jandt, Fred E. (ed.) (2004). Intercultural communication: A global reader. Thousand Oaks London, New Delhi: Sage.

Kim, Y. Y. (2017). The international encyclopedia of intercultural communication. Advance online publication. <https://doi.org/10.1002/9781118783665>

Samovar, L. A., Porter, R. E., & McDaniel, E. R. (2012). Intercultural communication: a reader (13th ed.). Boston, Mass. [i.a.]: Wadsworth, Cengage Learning.

Schwartz, S. H. (2006). A theory of cultural value orientations: Explications and applications. Comparative Sociology, 5(2-3), 137-182. Scollon, Ronald & Wong

Scollon, Suzanne (2007). Intercultural communication: A discourse approach (second ed.). Oxford: Blackwell.

Schmidt, Wallace V., Conaway, Roger, Easton, Susan S., Wardrope, William J. (2007). Communicating globally: Intercultural communication and international business. Thousand Oaks, London, New Delhi: Sage.

Shan, B., & Christians, C. G. (eds.). (2015). Intersections in communications and culture: Vol. 32. The ethics of intercultural communication. New York, Bern, Frankfurt, Berlin, Brussels, Vienna, Oxford, Warsaw: Peter Lang.

Welsch, W. (2002). Rethinking identity in the age of globalization - a transcultural perspective. Aesthetics & Art Science, 1, 85-94.

## Detailangaben zum Abschluss

To successfully complete the course the following requirements have to be fulfilled:

- Active participation and mandatory reading
  - quiz
- project presentation

## alternative Abschlussform aufgrund verordneter Coronamaßnahmen inkl. technischer Voraussetzungen

Alternative final performance (work samples, for example: papers, presentations, constructive/experimental or other development work, practical work) in distance according to § 6a PStO-AB

The technical requirements are the same as for teaching and graduation achievements in electronic form.

## verwendet in folgenden Studiengängen:

Master International Business Economics 2021

Master Media and Communication Science 2021

Master Medienwirtschaft 2021

## Modul: Media Management and Communication Theories

Modulabschluss: Prüfungsleistung mündlich 15 min Art der Notengebung: Gestufte Noten

Sprache: Englisch

Pflichtkenn.: Pflichtmodul

Turnus: Wintersemester

Modulnummer: 200801

Prüfungsnummer: 2500558

Modulverantwortlich: Prof. Dr. Andreas Will

Leistungspunkte: 5	Workload (h): 150	Anteil Selbststudium (h): 128	SWS: 2.0																					
Fakultät für Wirtschaftswissenschaften und Medien			Fachgebiet: 2556																					
SWS nach	1.FS	2.FS	3.FS	4.FS	5.FS	6.FS	7.FS	8.FS	9.FS	10.FS														
Fach-	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P
semester	2	0	0																					

### Lernergebnisse / Kompetenzen

- Students have a deeper understanding of advanced theories in communication science and media management
- Students are able to assess and compare theoretical conceptualizations of communication science and media management
- Students have acquired the ability to critically evaluate theoretical approaches.
- Students are prepared for theory-based research in communication science and media management

### Vorkenntnisse

### Inhalt

Middle range theories (i.e. gatekeeping, framing, agenda setting, news values)

- Action theories (i.e. rational choice, constructivism)
- Organization theories (i.e. newsroom as organization, editorial management)
- Systems theories (i.e. social system theory)
- Integrative social theories (i.e. field theory, structuration theory)
- Normative theories (i.e. journalism and democracy)
- Critical theories (i.e. political economy)
- Cultural theories (i.e. communication and journalism as cultural discourse and practice)
- New economic theories (i.e. new economic sociology, economics of singularities)
- Management theories (i.e. resource based view, dynamic capabilities)
- Postmodern theories (i.e. organizational becoming, sensemaking)
- Strategy theories (i.e. strategic management, strategy as practice)
- Leadership theories (i.e. traits, behavioural, transactional, transformational)
- Technology theories (i.e. technology acceptance)
- Innovation theories (i.e. diffusion of innovation, adaption-innovation)
- Media entrepreneurship theories (i.e. effectuation, opportunity creation/discovery)

### Medienformen und technische Anforderungen bei Lehr- und Abschlussleistungen in elektronischer Form

Moodle: <https://moodle2.tu-ilmenau.de/course/view.php?id=3647>, Texts, Powerpoint-Slides, Internet Links, Videos

Technische Voraussetzungen: [https://intranet.tu-ilmenau.de/site/vpslpand/SitePages/Handreichungen\\_Arbeitshilfen.aspx](https://intranet.tu-ilmenau.de/site/vpslpand/SitePages/Handreichungen_Arbeitshilfen.aspx)

### Literatur

- . Erjavec, Karmen; Zajc, Jozica (2011). A Historical Overview of Approaches to Journalism Studies. Medij. istraz., god. 17, br. 1-2, p. 9-29.
- . Löffelholz, Martin (2008). Heterogeneous - Multi-dimensional - Competing. Theoretical approaches to journalism - an overview. Löffelholz, Martin; Weaver, David (eds.): Global Journalism Research. Malden, Oxford, Victoria: Blackwell, p. 15-27.



- . Reese, Stephen D. (2016). Theories of Journalism. Communication: Oxford Research Encyclopedias, p. 1-24.  
DOI: 10.1093/acrefore/9780190228613.013.83
- . Steensen, Steen; Ahva, Laura (2015). Theories of Journalism in a Digital Age, Journalism Practice, 9:1, p. 1-18,  
DOI: 10.1080/17512786.2014.928454
- . Albarran, Alan B.; Mierzejewska, Bozena and Jung, Jaemin (eds. 2018). Handbook of media management and economics. New York, NY: Routledge.
- . Albarran, Alan B. (2016). The media economy. New York, NY: Routledge
- . Rohn, Ulrike and Evens Tom (eds.)(2020). Media Management Matters: Challenges and Opportunities for Bridging Theory and Practice. New York, NY: Routledge.

#### Detailangaben zum Abschluss

alternative Abschlussform aufgrund verordneter Coronamaßnahmen inkl. technischer Voraussetzungen

Technische Voraussetzungen: [https://intranet.tu-ilmenau.de/site/vpsl-pand/SitePages/Handreichungen\\_Arbeitshilfen.aspx](https://intranet.tu-ilmenau.de/site/vpsl-pand/SitePages/Handreichungen_Arbeitshilfen.aspx)

verwendet in folgenden Studiengängen:

- Master International Business Economics 2021
- Master Media and Communication Science 2021
- Master Medienwirtschaft 2021

## Modul: Qualitative and Quantitative Methods

Modulabschluss: Prüfungsleistung alternativ Art der Notengebung: Gestufte Noten  
 Sprache: Deutsch/Englisch Pflichtkennz.: Pflichtmodul Turnus: Wintersemester

Modulnummer: 200803 Prüfungsnummer: 2500560

Modulverantwortlich: Prof. Dr. Jens Wolling

Leistungspunkte: 5 Workload (h): 150 Anteil Selbststudium (h): 116 SWS: 3.0  
 Fakultät für Wirtschaftswissenschaften und Medien Fachgebiet: 2551

SWS nach Fach- semester	1.FS			2.FS			3.FS			4.FS			5.FS			6.FS			7.FS			8.FS			9.FS			10.FS					
	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P			
	1	2	0																														

### Lernergebnisse / Kompetenzen

By attending the lecture, students understand the research logic and the basic principles of qualitative and quantitative research methods in social sciences. Students are able to compare the two paradigms of empirical research and decide when they should be applied. They know how to evaluate the quality of research instruments and designs and how the methods can be combined.

By attending the seminar, students can apply and combine qualitative and quantitative methods and use them for the conception of an empirical research project.

Besides developing methodological competencies, students acquire analytical competencies since they are able to recognize and weigh up both methodological approaches' advantages and disadvantages. Also, students correctly assess the applicability of both approaches.

### Vorkenntnisse

### Inhalt

The lecture teaches the basic principles and underlying paradigms of qualitative and quantitative research methods. For both approaches, the dominant research steps, including the formulation of research questions and hypotheses, operationalization, instrument development and pretesting, sampling and data collection, are explained.

In the seminar, students apply the knowledge from the lecture practically by conducting a research project. Students formulate a research question of social, political, or economic relevance. They state hypotheses, plan an appropriate research design, develop the necessary research instruments, and do a pretest. Students are encouraged to use software for qualitative analysis (e.g., MAXQDA) and quantitative data gathering (e.g., questback)

### Medienformen und technische Anforderungen bei Lehr- und Abschlussleistungen in elektronischer Form

Webex,  
 For further information please visit the following moodle-side: <https://moodle2.tu-ilmenau.de/course/index.php?categoryid=524>  
 You will find an overview of all courses offered by department EMPK in winter semester 2021/2022. Please scroll down till you find the class of interest.

### Literatur

Bryman, A. (2012): Social Research Methods (4th Ed.). Oxford: University Press.

### Detailangaben zum Abschluss

Developing and testing instruments of qualitative and quantitative data collection.

### alternative Abschlussform aufgrund verordneter Coronamaßnahmen inkl. technischer Voraussetzungen

alternative Abschlussleistung (Arbeitsproben, zum Beispiel: Referate, Präsentationen, konstruktive/experimentelle oder sonstige Entwicklungsarbeiten, praktische Arbeiten) in Distanz entsprechend § 6a PStO-AB

verwendet in folgenden Studiengängen:

Master International Business Economics 2021

Master Media and Communication Science 2021

## Modul: Computational Communication Research

Modulabschluss: Prüfungsleistung alternativ

Art der Notengebung: Gestufte Noten

Sprache: Englisch

Pflichtkennz.: Wahlmodul

Turnus: Sommersemester

Modulnummer: 200834

Prüfungsnummer: 2500593

Modulverantwortlich: Prof. Dr. Emese Domahidi

Leistungspunkte: 15	Workload (h): 450	Anteil Selbststudium (h): 382	SWS: 6.0																								
Fakultät für Wirtschaftswissenschaften und Medien			Fachgebiet: 2559																								
SWS nach	1.FS	2.FS	3.FS	4.FS	5.FS	6.FS	7.FS	8.FS	9.FS	10.FS																	
Fach-	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P
semester				0	3	0	0	3	0																		

### Lernergebnisse / Kompetenzen

Students can review relevant literature on selected topics in digital media research. Students are familiar with relevant computational approaches (e.g. computational text analysis, network analysis). On the basis of recommended readings participants discuss and evaluate findings, theoretical perspectives and applied methods.

Students can work in small research groups and develop own research questions based on earlier literature.

Students are able to apply selected computational methods for data collection and analysis in a communication science research project.

Students can present and describe their results and critically evaluate their approach and computational methods.

### Vorkenntnisse

Familiarity with empirical methods and quantitative data analysis in communication research

Data analysis software skills (e. g. R, Python) are a plus, however, not mandatory.

It is highly recommended to attend before or parallel to the research module the specialization module "Introduction to computational communication science".

Understanding of the research logic and the basic principles of qualitative and quantitative research methods in social science

### Inhalt

The research module deals with selected current topics in digital communication research. In order to answer according research questions, we will collect and analyze digital data via computational methods (e.g. computational text analysis).

### Medienformen und technische Anforderungen bei Lehr- und Abschlussleistungen in elektronischer Form

All materials will be made available on Moodle: Course: MA RM Computational Communication Research: Stakeholders in Response to Covid-19 Pandemic on YouTube ([tu-ilmenau.de](https://tu-ilmenau.de))

### Literatur

Will be announced each semester.

### Detailangaben zum Abschluss

In the winter semester students will review the literature, develop research questions and build small research teams to conduct their research. Students have to participate actively in discussions and present their research

ideas. Students will summarize the theoretical perspective, previous research and their own research questions as well as planned method in a paper (pre-registration).

In the summer semester, students will conduct their research and apply computational methods for data gathering and analysis. Students will analyze the collected data and present their results to their peers.

Students have to participate actively in discussions and present their research ideas. Students will analyze their data, present results and conclusions, and describe them in a term paper. In order to pass the course as a whole, students have to pass each single achievement.

alternative Abschlussform aufgrund verordneter Coronamaßnahmen inkl. technischer Voraussetzungen

The course will be taught on-site/ hybrid. The class cannot be studied entirely digital – it is therefore not suitable for students enrolled in the digital MCS-program.

verwendet in folgenden Studiengängen:

Master International Business Economics 2021

Master Media and Communication Science 2021

## Modul: Innovative Communicator Research

Modulabschluss: mehrere Teilleistungen

Art der Notengebung: Generierte Noten

Sprache: Englisch

Pflichtkennz.: Wahlmodul

Turnus: Sommersemester

Modulnummer: 200827

Prüfungsnummer: 250016

Modulverantwortlich: Prof. Dr. Martin Löffelholz

Leistungspunkte: 15	Workload (h): 450	Anteil Selbststudium (h): 382	SWS: 6.0							
Fakultät für Wirtschaftswissenschaften und Medien			Fachgebiet: 2552							
SWS nach	1.FS	2.FS	3.FS	4.FS	5.FS	6.FS	7.FS	8.FS	9.FS	10.FS
Fach-	V S P	V S P	V S P	V S P	V S P	V S P	V S P	V S P	V S P	V S P
semester		0 3 0	0 3 0							

### Lernergebnisse / Kompetenzen

The participants are able to review relevant literature, outline objectives for empirical research, create research models, conceptualize research designs, carry out empirical studies, present and discuss findings, give feedback and write research reports in the field of communicator research.

- Students understand the most relevant theoretical approaches to journalism as well as organizational and strategic communication;
  - Students could analyze academic literature on a given topic, compare and synthesize conclusions regarding research gaps and future research opportunities;
  - Students could plan and implement research projects of low to medium complexity related to innovative communicator research;
  - Students know and could apply methods of quantitative and qualitative academic research, such as content analysis, survey, interview, among others;
- Students could efficiently work in teams during all phases of a research project.

### Vorkenntnisse

Basic knowledge of communication and media science.

### Inhalt

The research seminar discusses topics in line with current developments in media and communication science. Topics include, but are not limited to journalism; social media, artificial intelligence, virtual reality; terrorism, crisis and war communication; public diplomacy, organization and strategic communication, intercultural communication, among others.

### Medienformen und technische Anforderungen bei Lehr- und Abschlussleistungen in elektronischer Form

The course will be taught in hybrid. The class can be studied entirely digital – it is therefore suitable for students enrolled in the digital MCS-program.

Relevant documents and materials will be made accessible to students on the E-Learning-Platform moodle.tu-ilmenau.de.

In class, presentations (PPT or other formats) will be used and the use of other media is encouraged (Video, Audio, Posters, etc.).

Further information will be communicated in class.

Link to Moodle-Course: <https://moodle2.tu-ilmenau.de/course/view.php?id=3972>

Technical requirements:

- Camera for video transmission (720p/HD)
- audio system and microphone with sufficient speech intelligibility
- stable internet connection (suitable for HD audio and video transmission: 4 MBit/s)
- End device that meets the technical requirements of the required software:

- PC/Laptop
- Current operating system with current virus protection
- Current Office program
- Updated browser, preferably Google Chrome or Firefox

#### Literatur

Will be announced at the beginning of the course.

#### Detailangaben zum Abschluss

**Das Modul Innovative Communicator Research mit der Prüfungsnummer 250016 schließt mit folgenden Leistungen ab:**

- alternative semesterbegleitende Prüfungsleistung mit einer Wichtung von 50% (Prüfungsnummer: 2500585)
- alternative semesterbegleitende Prüfungsleistung mit einer Wichtung von 50% (Prüfungsnummer: 2500586)

Details zum Abschluss Teilleistung 1: Presentation(s) in class, probably with ppt slides (this partial performance does not receive a separate grading but is considered in the total grade)

Details zum Abschluss Teilleistung 2: Research report to be submitted as a pdf file (this partial performance does not receive a separate grading but is considered in the total grade)

#### alternative Abschlussform aufgrund verordneter Coronamaßnahmen inkl. technischer Voraussetzungen

Aggravated conditions under the Corona pandemic do not generate the need of adapted performances. The partial performances 1 and 2 are practicable over distance taching in identical form.

verwendet in folgenden Studiengängen:

Master Media and Communication Science 2021

## Modul: International Risk and Crisis Communication Research

Modulabschluss: Prüfungsleistung alternativ Art der Notengebung: Gestufte Noten  
 Sprache: Englisch Pflichtkennz.: Wahlmodul Turnus: Sommersemester

Modulnummer: 200815 Prüfungsnummer: 2500572

Modulverantwortlich: Dr. Andreas Schwarz

Leistungspunkte: 15 Workload (h): 450 Anteil Selbststudium (h): 382 SWS: 6.0  
 Fakultät für Wirtschaftswissenschaften und Medien Fachgebiet: 2555

SWS nach Fach- semester	1.FS			2.FS			3.FS			4.FS			5.FS			6.FS			7.FS			8.FS			9.FS			10.FS					
	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P			
				0	3	0	0	3	0																								

### Lernergebnisse / Kompetenzen

By completing this module, students understood the peculiarities of risks and crises with international causes and/or impact. They accumulated knowledge in international risk and crisis communication research and related fields of study. They analyzed and understood the impact of national and cultural context factors on risk and crisis communication, such as culture, media systems, politics, or technology development. Participants deduced basic rules for effective and/or ethical crisis communication and/or crisis reporting in the context of transnational crises. They reflected and discussed trends and future challenges of risk and crisis communication research from current cases and research. Students improved their skills to conceptualize and conduct empirical studies on risk and crisis communication (e.g., content analysis, experiments). They developed additional skills regarding data collection and data analysis. Finally, social skills were improved by working in research teams and coordinating tasks.

### Vorkenntnisse

Participants should have basic knowledge of research methodology and data analysis. Practical experiences with conducting content analyses or experiments will be helpful, but is not mandatory. Students should have a basic understanding of public relations, strategic communication, and journalism in terms of theory, state of research, and practice.

### Inhalt

In the last decades, the world has experienced several large-scale natural disasters, armed conflicts, pandemics, but also severe industrial accidents and organizational crises with international impact. Such crises are global in scope and have dominated the media agenda in many countries. This raises questions of the appropriate crisis response by government authorities, involved companies, NGOs, but also media organizations and the way they report on these events. Especially, the role of national and cultural differences needs to be studied in this context.

Therefore, in Semester 1, students in this course review the state of international risk and crisis communication research. On the basis of recommended readings participants discuss basic findings, theoretical concepts, methodological issues, and best practices in risk and crisis communication. Students explore relevant concepts for understanding cross-cultural and cross-national dimensions of risk and crisis communication (e.g., culture, cultural values, international public relations, cross-cultural psychology, international media systems). Based on this thorough literature review, they deduce research questions, a research model and/or hypotheses for an empirical research project.

In Semester 2, course participants further develop their methodology for analyzing certain aspects of transnational crises. They refresh their knowledge and skills regarding certain techniques of data collection (e.g., content analysis, survey) and data analysis. They discuss the peculiarities of cross-cultural/ cross-national comparative studies. After that they review and improve their research design and measures (e.g., codebooks or stimulus materials for conducting experiments). They form "research teams", each group analyzing certain crisis cases or aspects of a certain transnational crisis. They collect data and write a research report to present the results of their data analysis.

### Medienformen und technische Anforderungen bei Lehr- und Abschlussleistungen in elektronischer Form

Laptops, presentations software, applications for data entry and analysis  
 The course will be taught mainly online and only in individual sessions if necessary hybrid. The class can be studied entirely digital – it is therefore suitable for students enrolled in the digital MCS-program.



## Literatur

All relevant course materials will be made available on the online learning platform Moodle.

Further relevant readings are:

Coombs, W. T., & Holladay, S. J. (Eds.). (2010). *The handbook of crisis communication*. Chichester: Wiley-Blackwell.

Golan, T. J. Johnson & W. Wanta (Eds.), *International media communication in a global age* (pp. 319-344). New York, NY: Routledge.

Heath, R. L., & O'Hair, H. D. (Eds.). (2009). *Handbook of risk and crisis communication*. New York, NY: Routledge.

Lee, B. K. (2005). Crisis, culture, community. In P. J. Kalbfleisch (Ed.), *Communication Yearbook 29* (Vol. 29, pp. 275-309). New York: Routledge.

Schwarz, A., Seeger, M., & Auer, C. (Eds.) (2016). *The handbook of international crisis communication research*. Chichester: Wiley-Blackwell.

## Detailangaben zum Abschluss

The assignments of the course include (1) research presentation; (2) the submission of a pretest report or the concept of a research design in Semester 1. In Semester 2, students give (3) presentations of preliminary results and research progress; and submit (4) a final research report.

alternative Abschlussform aufgrund verordneter Coronamaßnahmen inkl. technischer Voraussetzungen

verwendet in folgenden Studiengängen:

Master Media and Communication Science 2021

## Modul: Media and Communication Management Research

Modulabschluss: Prüfungsleistung alternativ Art der Notengebung: Gestufte Noten  
 Sprache: Englisch Pflichtkennz.: Wahlmodul Turnus: Sommersemester

Modulnummer: 200839 Prüfungsnummer: 2500599

Modulverantwortlich: Prof. Dr. Andreas Will

Leistungspunkte: 15 Workload (h): 450 Anteil Selbststudium (h): 382 SWS: 6.0  
 Fakultät für Wirtschaftswissenschaften und Medien Fachgebiet: 2556

SWS nach Fach- semester	1.FS			2.FS			3.FS			4.FS			5.FS			6.FS			7.FS			8.FS			9.FS			10.FS					
	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P			
				0	3	0	0	3	0																								

### Lernergebnisse / Kompetenzen

Students are able to search, select, understand, structure, and evaluate relevant research literature in a specific field of media and / or communication management research. Based on the literature review they are able to design and realize an empirical research project and analyze the obtained data. They are able to present their projects in an oral presentation and to write an appropriate research paper based on the findings of the research.

Thus, students

- learned about media and communication management as a field of research and get a basic overview of
  - the field,
  - theories applied,
  - methods used and
  - results of empirical research
- learned how to do media management research and get competencies to act as a researcher in the field of media and communication management
  - explored their scientific self: reflection on their own "scientific personality"

### Vorkenntnisse

Basic knowledge of Media and Communication Management Understanding of the research logic and the basic principles of qualitative and quantitative research methods in social sciences

### Inhalt

- Basics for the "researchers of the future":
  - Current topics in media and communication management research
  - What is research? And how to do research?
- Empirical research in praxis:
  - Design and conduct an empirical research project
  - Learn how to publish successfully
  - Reflective work: Individual reflections on assignments

### Medienformen und technische Anforderungen bei Lehr- und Abschlussleistungen in elektronischer Form

The course will be taught in hybrid. The class can be studied entirely digital – it is therefore suitable for students enrolled in the digital MCS-program.

All materials will be made available on Moodle: <https://moodle2.tu-ilmenau.de/course/view.php?id=4042>

#### Literatur

Albarran, A. B., Mierzejewska, B., & Jung, J. (Eds.). (2018). Handbook of media management and economics. New York, NY: Routledge.

Creswell, J. W. (2014). Research design: Qualitative, quantitative, and mixed methods approaches. Sage publications.

Creswell, J. W., & Creswell, J. D. (2017). Research design: Qualitative, quantitative, and mixed methods approaches. Sage publications.

Küng, L. (2017). Strategic management in the media: Theory to practice (2nd edition). Los Angeles, London, New Delhi, Singapore: SAGE.

#### Detailangaben zum Abschluss

- Assignment 01 "Get the overview": Read a paper and prepare a 5 min presentation (10 percent)
- Assignment 02 "Access to theories": Learn about a specific theory and write a 4-5 page handbook article (20 percent)
  - Assignment 03 "Develop research projects"; Develop a research project from problem to research question, write a short proposal (2-3 pages) and present it (10 percent) (group work)
- Assignment 04 "Abstract writing"; Write a 500 word paper proposal of your planned research project (5 percent) (group work)
- Assignment 05 "Review writing"; Evaluate the other abstracts (5 percent)
- Assignment 06 "Conference presentation": Present your completed research project (10 percent) (group work)
- Assignment 07 "Final paper submission": 6000 words scientific paper from your own research project (30 percent) (group work)
- Assignment 08 "Creative conclusion": Surprise (10 percent) (group work)

alternative Abschlussform aufgrund verordneter Coronamaßnahmen inkl. technischer Voraussetzungen

verwendet in folgenden Studiengängen:

Master Media and Communication Science 2021

## Modul: New Technologies Research

Modulabschluss: Prüfungsleistung alternativ

Art der Notengebung: Gestufte Noten

Sprache: Englisch

Pflichtkennz.: Wahlmodul

Turnus: Sommersemester

Modulnummer: 200818

Prüfungsnummer: 2500575

Modulverantwortlich: Prof. Dr. Wolfgang Broll

Leistungspunkte: 15	Workload (h): 450	Anteil Selbststudium (h): 382	SWS: 6.0							
Fakultät für Wirtschaftswissenschaften und Medien			Fachgebiet: 2557							
SWS nach	1.FS	2.FS	3.FS	4.FS	5.FS	6.FS	7.FS	8.FS	9.FS	10.FS
Fach-	V S P	V S P	V S P	V S P	V S P	V S P	V S P	V S P	V S P	V S P
semester		0 2 1	0 2 1							

### Lernergebnisse / Kompetenzen

The students know how to investigate a new research topic and to perform a literature search. They are able to prepare a user study and conduct appropriate experiments. They are able to participate in the scientific discourse and have experience in preparing and presenting their work. They understand how to write a scientific paper and have gained experience in doing so. Due to intensive scientific discourse as part of the seminar as well as the peer assessments of the research papers they can correctly assess and appreciate the achievements of their fellow students. They consider criticism, heed remarks and accept suggestions. They are aware of importance of informed consent and ethical issues in studies involving people and are able to apply this to their own research.

### Vorkenntnisse

A parallel enrollment in the course 'Virtual and Augmented Reality for Communication Science' is considered helpful, yet not mandatory.

Interest in technologies and technology driven innovations. Willingness to discuss and present in English. Knowledge of programming is not required but offers additional opportunities. Literature (as far as required) to be announced at the first appointment.

This course is primarily for master students of media and communication science and open for participants from other degree programs.

### Inhalt

New technologies frequently pop up. While some of them are quickly adopted, others need several years to get established and well-accepted while further just disappear or are replaced by something even more sophisticated. New technologies regularly fascinate people and early adopters often just use and buy gadgets and products because of those.

This research seminar typically focuses around a certain technology or a bunch of technologies enabling a new type of usage or application. Participants of the seminar try to develop a deep understanding of the technological aspects involved and investigate into an individual research topic related to them. This allows them to examine general trends and perspectives, types of usage, implications, ethical aspects involved, privacy issues, and user acceptance, but also to create their own (novel) application concepts and ideas. While research may be based on include typical methodologies used in communication science, students are highly encouraged to conduct experiments using the technologies researched and to create their own (mock-up) videos. Ideally, such research finally is accompanied by an application prototype (which may include games). The individual research topics, the related work, and the methods selected will be presented and discussed with other participants throughout the seminar. The research will result in a research paper. Students delivering excellent research are encouraged and supported to submit their work to international workshop and conferences.

The particular topic will be different in each seminar and is presented at the beginning of each term

### Medienformen und technische Anforderungen bei Lehr- und Abschlussleistungen in elektronischer Form

Please note that this is a container module description. Each term the course has a different, particular topic. The literature required directly depends on this particular topic of the course offered then. Thus, it cannot be announced in advance.

"onsite" (not suitable for digital program)

#### Literatur

To be announced at first appointment depending on individual course topic.

#### Detailangaben zum Abschluss

Students will participate in group discussions (10%), make and provide a series of short presentations showing their project progress, including a conference style final presentation of their research project at the end of the second term (30%), write a report as a research paper (50%), and provide peer reviews of other students' papers (20%). Additional materials created by the students to perform their studies / experiments such as videos, demo/fake apps, prototypes, 3D content, etc. may be considered as bonus up to 20%. Insofar as participation in attendance dates relevant to the conclusion is not possible due to illness, the part of the evaluation based on this is carried out exclusively on the basis of the submitted presentations.

#### alternative Abschlussform aufgrund verordneter Coronamaßnahmen inkl. technischer Voraussetzungen

"onsite" (not suitable for digital program)

#### verwendet in folgenden Studiengängen:

Master International Business Economics 2021  
Master Media and Communication Science 2021

## Modul: Research on Media Content, Media Usage, and Media Effects

Modulabschluss: mehrere Teilleistungen Art der Notengebung: Generierte Noten  
 Sprache: Deutsch/Englisch Pflichtkennz.: Wahlmodul Turnus: Sommersemester

Modulnummer: 200836 Prüfungsnummer: 250017

Modulverantwortlich: Prof. Dr. Jens Wolling

Leistungspunkte: 15 Workload (h): 450 Anteil Selbststudium (h): 382 SWS: 6.0  
 Fakultät für Wirtschaftswissenschaften und Medien Fachgebiet: 2551

SWS nach Fach- semester	1.FS			2.FS			3.FS			4.FS			5.FS			6.FS			7.FS			8.FS			9.FS			10.FS					
	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P			
				0	2	1	0	2	1																								

### Lernergebnisse / Kompetenzen

The students know the state of research in the respective research topic. They can understand and explain the theories, approaches, and methodological procedures relevant to the respective research field and make use of them for their own investigation.

Students are able to research and to systematically analyze the relevant theoretical and empirical research literature. They understand the findings from the empirical research literature on the topic in question and are able to evaluate their methodological aspects. Students can use and apply the theories and results of empirical studies for the conception and realization of an empirical study. Students can plan and carry out a communication science study on a socially or politically relevant topic at a high theoretical and empirical level. They are able to analyze and interpret the collected data appropriately and write a research project report based on the results. Students are aware of the associations between medial and societal processes. They deepened their analytical competencies by assessing and reflecting on the relevance of these associations.

### Vorkenntnisse

- Academic skills in communication science
  - Qualitative and quantitative methods
  - Data analysis
  - Communication and media theories
  - Information and communications technologies
  - Intercultural communication
- The research module builds on the knowledge and skills provided in the seminars of the first semester

### Inhalt

Current socially relevant topics are explored from the perspective of political communication. These include, for example, communication on climate change, energy system transformation, migration, social inequality, digitalization, and right-wing extremism. Wherever possible, international comparative studies are carried out.

Also, communication science theories, especially those developed by department members (issue fatigue, subjective quality assessment), are tested systematically.

In the first semester of the two-semester course, students deal with the theoretical and methodological foundations required to plan and conduct an empirical research project on the topics mentioned above in media content, media use, or media effects research. Then, they develop a research design and the necessary research instruments (questionnaire, guidelines, codebook).

In the second semester, the developed instruments are used to collect and analyze data. Results are presented in class. Finally, a research project report is written based on the theoretical work and analysis of the collected data. In summer term 2022, the discrete topic of the module will be "Racism, xenophobia and communication". For

further information considering the content, please consider moodle among: <https://moodle2.tu-ilmenau.de/course/index.php?categoryid=555> (scroll down till you find the course).

#### Medienformen und technische Anforderungen bei Lehr- und Abschlussleistungen in elektronischer Form

Under the current general conditions it is planned that the course will be taught on-sit. The class cannot be studied entirely digital – it is therefore not suitable for students enrolled in the digital MCS-program. Presentation tools, further relevant documents and material provided on Moodle: <https://moodle2.tu-ilmenau.de/course/view.php?id=4006>

#### Literatur

The lecturers provide the students with introductory literature on the respective topics. However, one of the main tasks and learning objectives is to research the relevant (current) literature on the respective research topic.

#### Detailangaben zum Abschluss

**Das Modul Research on Media Content, Media Usage, and Media Effects mit der Prüfungsnummer 250017 schließt mit folgenden Leistungen ab:**

- alternative semesterbegleitende Prüfungsleistung mit einer Wichtung von 75% (Prüfungsnummer: 2500595)
- Studienleistung mit einer Wichtung von 25% (Prüfungsnummer: 2500596)

Details zum Abschluss Teilleistung 1:  
Final research project report

Details zum Abschluss Teilleistung 2:

Research is an interactive dynamic process. Therefore, the students present the advantages in their work and discuss them with the lecturer during the seminar. Based on these discussions and, for instance, reports on the object of investigation, literature reviews, advancements in the development of instruments, and preliminary results, the work is evaluated.

alternative Abschlussform aufgrund verordneter Coronamaßnahmen inkl. technischer Voraussetzungen

alternative Abschlussleistung (Arbeitsproben, zum Beispiel: Referate, Präsentationen, konstruktive/experimentelle oder sonstige Entwicklungsarbeiten, praktische Arbeiten) in Distanz entsprechend § 6a PStO-AB

verwendet in folgenden Studiengängen:

Master International Business Economics 2021  
Master Media and Communication Science 2021

## Modul: Social Media Research

Modulabschluss: mehrere Teilleistungen Art der Notengebung: Generierte Noten

Sprache: Englisch

Pflichtkenn.: Wahlmodul

Turnus: ganzjährig

Modulnummer: 200841

Prüfungsnummer: 250018

Modulverantwortlich: Prof. Dr. Nicola Döring

Leistungspunkte: 15	Workload (h): 450	Anteil Selbststudium (h): 382	SWS: 6.0
Fakultät für Wirtschaftswissenschaften und Medien			Fachgebiet: 2554

SWS nach Fach- semester	1.FS			2.FS			3.FS			4.FS			5.FS			6.FS			7.FS			8.FS			9.FS			10.FS					
	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P			
				0	3	0	0	3	0																								

### Lernergebnisse / Kompetenzen

After attending the seminar, students understand the relevance of psychology of digital media and psychology of technology for communication science. They know the current state of research of a selected field of psychology of digital media or psychology of technology. They understand the basics of a psychology-focused research process in communication science (professional competence).

After working on the bi-weekly research tasks, students know how to design and manage an empirical research process, prepare instruments of data collection and collect and analyze data. They are able to conduct more sophisticated research projects including all the main steps of the empirical research process on their own (methods competence).

After giving the presentation, students can present the results of their own psychology of digital media and psychology of technology research in oral form in an APA-compliant fashion (methods competence).

After writing the research report, students can present the results of their own psychology of digital media and psychology of technology research in written form in an APA-compliant fashion (methods competence).

After working on the bi-weekly research tasks, the presentation, and the research report, students can plan the time for a research task, motivate themselves to work on a research task, and assess the achievement of a research task (self-management competence).

### Vorkenntnisse

Students have a strong interest in psychology of digital media and psychology of technology and at least basic knowledge of social research methodology (study design, data collection, data analysis). Students have completed the course "Academic Skills in Communication Science".

### Inhalt

From the perspective of communication science, both the psychology of digital media and the psychology of technology are relevant fields of research, as they are intertwined with many different types of communication (e.g., health communication, political communication, sexual communication, social campaigns, advertising, education, entertainment, news, citizen journalism etc.) and communication technologies (e.g., Web 2.0, social media, immersive virtual reality, video games).

The aim of the \*module\* is twofold: (1) Students look into the current state of a selected field of psychology of digital media or psychology of technology (e.g., health communication or sexuality-related communication on YouTube, Twitter, Twitch, or TikTok), and they (2) conduct their own empirical studies from start to finish. Relevant methods can be quantitative content analysis, interviews, surveys, and laboratory experiments (depending on the applicability). The research seminar prepares students for their Master thesis projects.

### Medienformen und technische Anforderungen bei Lehr- und Abschlussleistungen in elektronischer Form

This module will be taught online. It can be studied entirely digital. It is therefore suitable for students enrolled in the digital MCS (Media and Communication Science) program.

Moodle, Texts, Slides, Internet Links, Videos



<https://moodle2.tu-ilmenu.de/course/view.php?id=3989>

Technical prerequisites:

- webcam (720p/HD),
  - microphone,
  - access to internet (at least 4 MBit/s for HD quality),
- computer that is powerful enough to run the web conference software (WebEx)

#### Literatur

Literature list will be provided in the course of the module

#### Detailangaben zum Abschluss

**Das Modul Social Media Research mit der Prüfungsnummer 250018 schließt mit folgenden Leistungen ab:**

- alternative semesterbegleitende Prüfungsleistung mit einer Wichtung von 50% (Prüfungsnummer: 2500601)
- alternative semesterbegleitende Prüfungsleistung mit einer Wichtung von 50% (Prüfungsnummer: 2500602)

Details zum Abschluss Teilleistung 1: - active participation in class

- bi-weekly research tasks

- oral presentation

- written research report

Details zum Abschluss Teilleistung 2: - active participation in class

- bi-weekly research tasks

- oral presentation

- written research report

alternative Abschlussform aufgrund verordneter Coronamaßnahmen inkl. technischer Voraussetzungen

verwendet in folgenden Studiengängen:

Master Media and Communication Science 2021

## Modul: Competition, Strategy and Institutions

Modulabschluss: Prüfungsleistung alternativ

Art der Notengebung: Gestufte Noten

Sprache: Englisch

Pflichtkenn.: Wahlmodul

Turnus: Sommersemester

Modulnummer: 200785

Prüfungsnummer: 2500540

Modulverantwortlich: Prof. Dr. Oliver Budzinski

Leistungspunkte: 5	Workload (h): 150	Anteil Selbststudium (h): 116	SWS: 3.0							
Fakultät für Wirtschaftswissenschaften und Medien			Fachgebiet: 2541							
SWS nach	1.FS	2.FS	3.FS	4.FS	5.FS	6.FS	7.FS	8.FS	9.FS	10.FS
Fach-	V S P	V S P	V S P	V S P	V S P	V S P	V S P	V S P	V S P	V S P
semester		3 0 0								

### Lernergebnisse / Kompetenzen

Strategic business behavior on competitive markets lies at the heart of any market economic system. Upon successful completion of the learning process of this course, students are able to:

- . recognize competitive interaction in realistic market environments (oligopolies; presence of competition rules and regulatory institutional frameworks);
- . present and explain principles and concepts of the modern, state-of-the-art economics of competition, strategy, and institutions;
- . develop pro and con lines of reasoning to create a scientific analysis of specific purpose-designed and real-world cases;
- . assess theoretical and empirical problems in competition, strategy, and institutions on a high academic level;
- . provide a scientific analysis of competition, strategy and institutions by applying advanced theories, concepts, tools and methods to a purpose-designed case and derive expert-level conclusions.

For instance, successful students independently apply state-of-the-art scientific knowledge for analyzing the pros and cons of different business strategies from a social perspective and a perspective of strategic business behaviour in complex (interactive) market environments.

The learning process includes lectures dominated by interactive elements, and individual and group tasks.

Students are actively involved into discussion of taught topics. During work in groups on case studies, students apply their knowledge to find assessment standards for specific purpose-designed and real-world cases, design a strategy for presentation of outcomes and discuss them with classmates.

### Vorkenntnisse

Microeconomics

### Inhalt

1. Introduction
2. The Economic Theory of Competition, Strategy, and Institutions
3. Unilateral Strategies with Strategic Interdependency
  - 3.1 Predatory Pricing Strategies
  - 3.2 Advertising and Brands
  - 3.3 Bundling & Tying, Exclusive Dealing and Boycotts
  - 3.4 Raising Rivals' Costs
  - 3.5 European Competition Policy Framework
4. Mergers and Acquisitions
  - 4.1 General Notes
  - 4.2 Analyzing Mergers - European Competition Policy
5. Public Interest Considerations in Merger Control
  - 5.1 "Real" Public Interests
  - 5.2 Evaluation of Public Interests in European Merger Control
6. Cartels, Cooperation, Alliances and Networks
  - 6.1 Types and Effects of Enterprise Cooperation
  - 6.2 The Problem of Stability
  - 6.3 Detection of cartels
  - 6.4 European Competition Policy Framework
7. The Global Dimension
  - 7.1 Market Concentration Worldwide

## 7.2 International Antitrust Institutions

### Medienformen und technische Anforderungen bei Lehr- und Abschlussleistungen in elektronischer Form

PowerPoint-presentations with animation; Work in groups; Case studies; Project work; Exercises.  
Lecture slides and accompanying material of the exercises are available in Moodle course.  
e-Exam

### Literatur

- . Bishop, S. & Walker, M., *The Economics of EC Competition Law*, the newest edition, London: Sweet & Maxwell.
- . Motta, M., *Competition Policy: Theory and Practice*, the newest edition, Cambridge: Cambridge University Press.
- . Kerber, W. & Schwalbe, U., *Economic Principles of Competition Law*, in: F. J. Säcker et al. (eds), *Competition Law: European Community Practice and Procedure*, London: Sweet & Maxwell 2008, pp. 202-393.
- . Schwalbe, U. & Zimmer, D., *Law and Economics in European Merger Control*, the newest edition, Oxford: Oxford University Press.
- . Bagwell, K., *The Economic Analysis of Advertising*, in: *Handbook of Industrial Organization*, Vol. 3, Amsterdam: Elsevier 2007, 1703-1844.
- . Budzinski, O., *Impact Evaluation of Merger Control Decisions*, in: *European Competition Journal* 9 (1), 2013, 199-224.
- . Budzinski, O., *International Antitrust Institutions*, in: R.D. Blair & D.D. Sokol (eds.), *The Oxford Handbook of International Antitrust Economics*, Vol. 1, Oxford: OUP 2015, 119-146.
- . Choi, J.P. & Gerlach, H., *Cartels and Collusion: Economic Theory and Experimental Economics*, in: R.D. Blair & D.D. Sokol (eds.), *The Oxford Handbook of International Antitrust Economics*, Vol. 2, Oxford: OUP 2015, 415-441.
- . Levenstein, M.C. & Suslow, V.Y., *Cartels and Collusion: Empirical Evidence*, in: R.D. Blair & D.D. Sokol (eds.), *The Oxford Handbook of International Antitrust Economics*, Vol. 2, Oxford: OUP 2015, 442-463.
- . Elzinga, K.G. & Mills, D.E., *Predatory Pricing*, in: R.D. Blair & D.D. Sokol (eds.), *The Oxford Handbook of International Antitrust Economics*, Vol. 2, Oxford: OUP 2015, 40-61.
- . Jayaratne, J. & Ordober, J., *Coordinated Effects*, in: R.D. Blair & D.D. Sokol (eds.), *The Oxford Handbook of International Antitrust Economics*, Vol. 1, Oxford: OUP 2015, 509-528.
- . Keating, B. & Willig, R.D., *Unilateral Effects*, in: R.D. Blair & D.D. Sokol (eds.), *The Oxford Handbook of International Antitrust Economics*, Vol. 1, Oxford: OUP 2015, 466-508.
- . Salinger, M.A., *Vertical Mergers*, in: R.D. Blair & D.D. Sokol (eds.), *The Oxford Handbook of International Antitrust Economics*, Vol. 1, Oxford: OUP 2015, 551-586.
- . Salop, S.C. & Scheffman, D.T., *Raising Rivals' Costs*, in: *The American Economic Review* 73 (2), 1983, 267-271.
- . Scheffman, D.T. & Higgins, R.S., *Twenty Years of Raising Rivals' Costs: History, Assessment, and Future*, in: *George Mason Law Review* 12 (2), 2013, 371-387.
- . Tirole, J., *The Analysis of Tying Cases: A Primer*, in: *Competition Policy International* 1 (1), 2005, 1-25.
- . White, L.J., *Monopoly and Dominant Firms: Antitrust Economics and Policy Approaches*, in: R.D. Blair & D.D. Sokol (eds.), *The Oxford Handbook of International Antitrust Economics*, Vol. 1, Oxford: OUP 2015, 313-344

### Detailangaben zum Abschluss

2 essays, max 50 points each

Essays are written in form of open book examination, i.e. all available materials may be used

alternative Abschlussform aufgrund verordneter Coronamaßnahmen inkl. technischer Voraussetzungen

### verwendet in folgenden Studiengängen:

- Master International Business Economics 2021
- Master Media and Communication Science 2021
- Master Medienwirtschaft 2021
- Master Wirtschaftsinformatik 2021
- Master Wirtschaftsingenieurwesen 2021

## Modul: Current Challenges in Digital Communication Research

Modulabschluss: Prüfungsleistung alternativ Art der Notengebung: Gestufte Noten  
 Sprache: Englisch Pflichtkennz.: Wahlmodul Turnus: Sommersemester

Modulnummer: 200832 Prüfungsnummer: 2500591

Modulverantwortlich: Prof. Dr. Emese Domahidi

Leistungspunkte: 5 Workload (h): 150 Anteil Selbststudium (h): 128 SWS: 2.0  
 Fakultät für Wirtschaftswissenschaften und Medien Fachgebiet: 2559

SWS nach Fach- semester	1.FS			2.FS			3.FS			4.FS			5.FS			6.FS			7.FS			8.FS			9.FS			10.FS					
	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P			
				0	2	0																											

### Lernergebnisse / Kompetenzen

- Students can review relevant literature on specific topics in digital communication and computational communication science.
- Students can develop a research project to analyze relevant research questions in digital communication via computational communication science methods.
- Students are able to apply different computational methods (e.g. sentiment analysis, supervised machine learning) during the course.
- Students can critically evaluate the obtained results and discuss them based on previous research.
- Students can describe and present their projects.

### Vorkenntnisse

- Familiarity with empirical methods and quantitative data analysis in communication research.
- Familiarity with computational methods and data analysis software skills (e.g. R, Python).
- It is highly recommended to attend in advance the specialization module "Introduction to computational communication science" to be familiar with the computational methods required.

### Inhalt

The specialization module will deal with current topics and research challenges in digital communication research. For example, based on previously defined data sets students will develop research questions and apply computational methods to analyze them accordingly or they deal in depth with current issues (e.g. ethical challenges) or theoretical challenges related to the field of Computational Communication Science.

### Medienformen und technische Anforderungen bei Lehr- und Abschlussleistungen in elektronischer Form

All materials will be made available on Moodle.

### Literatur

Will be announced each semester.

### Detailangaben zum Abschluss

Students have to participate actively in discussions. Students are required to develop a research project and present their projects. Students are required to submit a research paper based on their research projects.

### alternative Abschlussform aufgrund verordneter Coronamaßnahmen inkl. technischer Voraussetzungen

The course will be taught on-site/ hybrid. The class cannot be studied entirely digital – it is therefore not suitable for students enrolled in the digital MCS-program.

verwendet in folgenden Studiengängen:

Master International Business Economics 2021

Master Media and Communication Science 2021

## Modul: Current Perspectives in Media Content, Reception and Effects Research

Modulabschluss: Prüfungsleistung alternativ      Art der Notengebung: Gestufte Noten  
Sprache: Englisch      Pflichtkennz.: Wahlmodul      Turnus: ganzjährig

Modulnummer: 200837

Prüfungsnummer: 2500597

Modulverantwortlich: Prof. Dr. Jens Wolling

Leistungspunkte: 5	Workload (h): 150	Anteil Selbststudium (h): 82	SWS: 6.0
Fakultät für Wirtschaftswissenschaften und Medien			Fachgebiet: 2551

SWS nach Fach- semester	1.FS			2.FS			3.FS			4.FS			5.FS			6.FS			7.FS			8.FS			9.FS			10.FS					
	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P			
	0	2	0	0	2	0	0	2	0																								

### Lernergebnisse / Kompetenzen

After studying the specialization module, students understand, apply, and compare recent approaches and theories in media content, media reception, and media effects research. They are able to relate and evaluate developments and empirical results from current publications, predominantly empirical research papers.

Students are able to develop problem-solving competencies by applying the theories and current research results to identify and solve actual problems in media and communication practice and science. They are able to formulate assumptions and outline solutions.

Students have learned to consolidate their analytical skills by recognizing and comparing the advantages and disadvantages of different approaches, theories, and methods. Students can correctly assess the applicability of various approaches for scientific or practical purposes.

### Vorkenntnisse

### Inhalt

The specialization module focuses on one or several current problems of social or political relevance, such as environmental protection, migration, algorithmic communication, media evaluations, fake news and media trust (topics may vary depending on current developments in society and research foci of the department in charge).

The seminar teaches current developments in theories and methods of media reception and effects research based on literature work. These current developments are discussed, reflected, and applied in various forms, such as literature reviews, discussions, presentations, creative tasks, or research outlines.

### Medienformen und technische Anforderungen bei Lehr- und Abschlussleistungen in elektronischer Form

The course will be taught online. The class can be studied entirely digital – it is therefore suitable for students enrolled in the digital MCS-program.

For further information please visit the respective moodle-room. The following link guides you to all classes taught by department EMPK in summer term 2022: <https://moodle2.tu-ilmenau.de/course/index.php?categoryid=555> Please scroll down until you find the class you are interested in.

### Literatur

The lecturers provide the students with introductory literature on the respective topics.

### Detailangaben zum Abschluss

Depending on the topic and the number of participants, the workload consists of one or more partial credits. These can be oral or written examinations and course-related work such as presentations, literature reviews, homework, etc. The exact requirements will be announced in the first session.

alternative Abschlussform aufgrund verordneter Coronamaßnahmen inkl. technischer Voraussetzungen

alternative Abschlussleistung (Arbeitsproben, zum Beispiel: Referate, Präsentationen, konstruktive/experimentelle oder sonstige Entwicklungsarbeiten, praktische Arbeiten) in Distanz entsprechend § 6a PStO-AB

verwendet in folgenden Studiengängen:

Master Media and Communication Science 2021

## Modul: International Trade

Modulabschluss: Prüfungsleistung schriftlich 90 min

Art der Notengebung: Gestufte Noten

Sprache: Englisch

Pflichtkennz.: Wahlmodul

Turnus: Sommersemester

Modulnummer: 200780

Prüfungsnummer: 2500535

Modulverantwortlich: Prof. Dr. Thomas Grebel

Leistungspunkte: 5	Workload (h): 150	Anteil Selbststudium (h): 116	SWS: 3.0							
Fakultät für Wirtschaftswissenschaften und Medien			Fachgebiet: 2542							
SWS nach	1.FS	2.FS	3.FS	4.FS	5.FS	6.FS	7.FS	8.FS	9.FS	10.FS
Fach-	V S P	V S P	V S P	V S P	V S P	V S P	V S P	V S P	V S P	V S P
semester		2 1 0								

### Lernergebnisse / Kompetenzen

Students know the nature, scope, direction and development of international trade flows, the reasons and effects of international trade in theory, the motives, instruments and effects of protectionism, the underlying institutions and the instruments of European and international trade regimes. In addition, they are familiar with the adjustment processes under flexible or fixed exchange rates and with the institutions and instruments of the European Monetary Union. Students can explain and forecast real trade flows based on economic theories and describe and assess the effects of tariffs, quotas and non-tariff trade barriers. They are able to explain the European economic order and the effects of the European internal market in internal and external relations both theoretically and scientifically as well as in terms of realpolitik. They possess the analytical competence to apply theoretical concepts to real economic problems. For instance, they are able to present and assess the effects of central exchange rate regimes with their national and international contexts, as well as to present and assess the European Monetary Union with its access requirements, institutions and instruments in theory and in practice. In the exercises, students have learned to work independently on tasks, to present to the group and to receive immediate feedback from the instructor and fellow students as well as to formulate constructive feedback themselves. After intensive discussions during the lectures and especially in a smaller environment during the exercises, the students can correctly assess and appreciate the performance of their fellow students. They take criticism into account, heed comments and accept advice.

### Vorkenntnisse

BA-Abschluss

### Inhalt

Presentation of the real structures of the economy at the international level, classical theories of international trade, modern real theory of foreign trade, manifestations, causes and instruments of protectionism, trade regimes at the European and international levels, theoretical exchange rate regimes, European and international monetary regimes.

### Medienformen und technische Anforderungen bei Lehr- und Abschlussleistungen in elektronischer Form

Internet access, a technical device (e.g. laptop), and a communication software (webex)

### Literatur

Krugman, P.R./Obstfeld, M./Melitz, M.J. (2022), International Economics: Theory and Policy, Global Edition, 12<sup>th</sup> edition, Global edition, Harlow, England

### Detailangaben zum Abschluss

Written exam, 90 minutes

### alternative Abschlussform aufgrund verordneter Coronamaßnahmen inkl. technischer Voraussetzungen

In the case of prescribed COVID-19 regulations, alternative examinations are offered

### verwendet in folgenden Studiengängen:

Master International Business Economics 2021  
 Master Media and Communication Science 2021  
 Master Medienwirtschaft 2021  
 Master Wirtschaftsinformatik 2021  
 Master Wirtschaftsingenieurwesen 2021



## Modul: Introduction to Computational Communication Science

Modulabschluss: Prüfungsleistung alternativ Art der Notengebung: Gestufte Noten  
 Sprache: Englisch Pflichtkennz.: Wahlmodul Turnus: Wintersemester

Modulnummer: 200833 Prüfungsnummer: 2500592

Modulverantwortlich: Prof. Dr. Emese Domahidi

Leistungspunkte: 5 Workload (h): 150 Anteil Selbststudium (h): 105 SWS: 4.0  
 Fakultät für Wirtschaftswissenschaften und Medien Fachgebiet: 2559

SWS nach Fach- semester	1.FS			2.FS			3.FS			4.FS			5.FS			6.FS			7.FS			8.FS			9.FS			10.FS					
	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P			
	0	2	0				0	2	0																								

### Lernergebnisse / Kompetenzen

Students can review relevant literature on specific topics in computational communication science.

Students can understand the theoretical background behind the field of computational social and communication science.

Students are familiar with different computational methods (e.g. sentiment analysis, supervised machine learning) during the course.

On the basis of recommended readings participants can apply and evaluate these theoretical perspectives and methods.

### Vorkenntnisse

Familiarity with empirical methods and quantitative data analysis in communication research

Data analysis software skills (e.g. R, Python) are a plus, however, not mandatory.

### Inhalt

This course will focus mostly on social and communication science providing at the same time the very basic understanding of new computational methods that can be employed to collect and process digital data.

Important topics, such as ethics and availability of digital data, will be reviewed in the seminar. Students will also get a glimpse at the methods of automated text analysis, which has become an essential skill for every communication specialist. Knowledge received in the class can be further applied in the field of journalism, marketing, and advertising.

### Medienformen und technische Anforderungen bei Lehr- und Abschlussleistungen in elektronischer Form

<https://moodle2.tu-ilmenau.de/course/view.php?id=3717>

All materials will be made available on Moodle.

You will need: Camera for video transmission (720p/HD), microphone, Internet connection (suitable for HD audio and video transmission: 4 Mbps), terminal device that meets the technical requirements of the required software.

### Literatur

Will be announced each semester.

### Detailangaben zum Abschluss

Students have to participate actively in discussions. Students are required to make presentations based on research papers. Students are required to submit a research paper on one of the topics discussed in class.

alternative Abschlussform aufgrund verordneter Coronamaßnahmen inkl. technischer Voraussetzungen

verwendet in folgenden Studiengängen:

Master International Business Economics 2021  
Master Media and Communication Science 2021

## Modul: Journalism and strategic communication

Modulabschluss: mehrere Teilleistungen Art der Notengebung: Generierte Noten

Sprache: Englisch

Pflichtkennz.: Wahlmodul

Turnus: Wintersemester

Modulnummer: 200826

Prüfungsnummer: 250015

Modulverantwortlich: Prof. Dr. Martin Löffelholz

Leistungspunkte: 5	Workload (h): 150	Anteil Selbststudium (h): 105	SWS: 4.0																					
Fakultät für Wirtschaftswissenschaften und Medien			Fachgebiet: 2552																					
SWS nach	1.FS	2.FS	3.FS	4.FS	5.FS	6.FS	7.FS	8.FS	9.FS	10.FS														
Fach-	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P
semester	0	2	0				0	2	0															

### Lernergebnisse / Kompetenzen

The participants are able to review relevant literature in selected areas of communicator research. Students are familiar with the relevant theoretical and methodological approaches, especially with regard to journalism research and the study of strategic communication. They are able to answer selected questions with the help of a literature analysis or a case study. Students could work efficiently in teams when preparing presentations and term papers.

### Vorkenntnisse

Basic knowledge of communication and media science

### Inhalt

In diesem Vertiefungsmodul erweitern die Studierenden ihre Kenntnisse in ausgewählten Bereichen der Kommunikatorforschung. Der Schwerpunkt liegt auf der Analyse des Wandels des Journalismus durch Datafizierung und Algorithmisierung. Insbesondere werden die Dynamiken des gesellschaftlichen und medialen Wandels und deren Konsequenzen für die mediale öffentliche Kommunikation einbezogen.

### Medienformen und technische Anforderungen bei Lehr- und Abschlussleistungen in elektronischer Form

The course will be taught online. The class can be studied entirely digital – it is therefore suitable for students enrolled in the digital MCS-program.

Relevant documents and materials will be made accessible to students on the E-Learning-Platform moodle.tu-ilmenau.de.

In class, presentations (PPT or other formats) will be used and the use of other media is encouraged (Video, Audio, Posters, etc.).

Further information will be communicated in class.

Link to Moodle-Course: <https://moodle2.tu-ilmenau.de/course/view.php?id=3637>

### Technical requirements:

- Camera for video transmission (720p/HD)
- audio system and microphone with sufficient speech intelligibility
- stable internet connection (suitable for HD audio and video transmission: 4 MBit/s)
- End device that meets the technical requirements of the required software:
  - PC/Laptop
  - Current operating system with current virus protection
  - Current Office program
  - Updated browser, preferably Google Chrome or Firefox

### Literatur

Wird zu Beginn des Kurses bekannt gegeben.

### Detailangaben zum Abschluss

Das Modul Journalism and strategic communication mit der Prüfungsnummer 250015 schließt mit folgenden Leistungen ab:

- alternative semesterbegleitende Prüfungsleistung mit einer Wichtung von 50% (Prüfungsnummer: 2500583)
- alternative semesterbegleitende Prüfungsleistung mit einer Wichtung von 50% (Prüfungsnummer: 2500584)

To successfully complete the course the following requirements have to be fulfilled:

- Literature review (written term paper, oral presentation)
- Text discussion
- Active participation in class

alternative Abschlussform aufgrund verordneter Coronamaßnahmen inkl. technischer Voraussetzungen

Alternative final performance (work samples, for example: papers, presentations, constructive/experimental or other development work, practical work) in distance according to § 6a PStO-AB

The technical requirements are the same as for teaching and graduation achievements in electronic form.

verwendet in folgenden Studiengängen:

Master Media and Communication Science 2021

## Modul: Managing Strategic Risk and Crisis Communication

Modulabschluss: Prüfungsleistung alternativ Art der Notengebung: Gestufte Noten  
 Sprache: Englisch Pflichtkennz.: Wahlmodul Turnus: Sommersemester

Modulnummer: 200816 Prüfungsnummer: 2500573

Modulverantwortlich: Dr. Andreas Schwarz

Leistungspunkte: 5	Workload (h): 150	Anteil Selbststudium (h): 128	SWS: 2.0
Fakultät für Wirtschaftswissenschaften und Medien			Fachgebiet: 2555

SWS nach Fach- semester	1.FS			2.FS			3.FS			4.FS			5.FS			6.FS			7.FS			8.FS			9.FS			10.FS					
	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P			
				0	2	0																											

### Lernergebnisse / Kompetenzen

Upon course completion, students understood principles and elements of an ongoing approach to the strategic management of risk and crisis communication. They developed abilities to apply findings of crisis communication research/theory in an organizational and managerial environment, including private companies, governmental authorities and non-governmental organizations. Students learned about measures and mechanisms to prevent and to detect crises. They acquired an understanding of sustainable and effective crisis preparation tools in an organizational environment. Moreover, participants increased their skills of applying effective risk and crisis response strategies (form and content). They understood core mechanisms of post-crisis communication, crisis learning, and crisis communication evaluation. Students finally deduced trends and future challenges of crisis communication from recent cases and research (e.g., international dimensions of crisis communication).

### Vorkenntnisse

This course requires a basic knowledge in the field of communication and media studies and a basic understanding of strategic communication and management practice.

### Inhalt

By examining crisis communication from the perspective of an ongoing approach to the strategic crisis management (Coombs, 2019) course participants get an overview on each step of the management process including crisis prevention, crisis preparation, crisis response, and crisis learning/evaluation.

Students are introduced to the international state of research in risk and crisis communication (concepts, theories, findings) and understand basic principles of an evidence-based crisis communication practice. This includes current trends and future challenges of crisis communication such as international crisis communication, internal crisis communication or innovative crisis communication technologies. The course offers a broad perspective on crisis communication practice in different organizational environments (e.g., companies, government, NGOs) and different crisis types (e.g., human-error accidents, product recalls, natural disasters, mega damages, etc.).

Course participants are organized in small 'crisis teams'. Each team is working on real-world crisis cases and assesses them on the basis of core research-based recommendations for effectively managing organizational crises. The course includes practical exercises such as risk assessment, crisis planning, and a spokesperson training. In addition, students write their own case study at the end of the course.

### Medienformen und technische Anforderungen bei Lehr- und Abschlussleistungen in elektronischer Form

Laptops, Presentation software

### Literatur

All relevant course materials will be made available on the online learning platform Moodle.

Furthermore, the course is based on the following list of recommended readings:

- Coombs, W. T. (2019). Ongoing crisis communication. Planning, managing, and responding (5th ed.). Los Angeles: Sage.
- Coombs, W. T., & Holladay, S. J. (eds.). (2010). The handbook of crisis communication. Chichester: Wiley-Blackwell.
- Fearn-Banks, K. (2016). Crisis communications. A casebook approach (5th ed.). New York: Routledge.
- George & C. Pratt (eds.), Case studies in crisis communication: international perspectives on hits and misses. New York: Routledge.
- Ulmer, R. R., Sellnow, T. L., & Seeger, M. W. (2017). Effective crisis communication: Moving from crisis to opportunity (4th ed.). Thousand Oaks: Sage.

#### Detailangaben zum Abschluss

Students have to give evidence of frequent and active participation, evidence of preparation including a crisis management exercise and a spokesperson drill. Participants have to give at least three research presentations and case assessment presentations. Finally, a case study paper has to be submitted.

alternative Abschlussform aufgrund verordneter Coronamaßnahmen inkl. technischer Voraussetzungen

#### verwendet in folgenden Studiengängen:

Master International Business Economics 2021  
Master Media and Communication Science 2021  
Master Medienwirtschaft 2021

## Modul: Media and Political Culture in Germany

Modulabschluss: Prüfungsleistung alternativ

Art der Notengebung: Gestufte Noten

Sprache: Englisch

Pflichtkenn.: Wahlmodul

Turnus: Sommersemester

Modulnummer: 201086

Prüfungsnummer: 2500627

Modulverantwortlich: Dr. Christina Schumann

Leistungspunkte: 5	Workload (h): 150	Anteil Selbststudium (h): 128	SWS: 2.0							
Fakultät für Wirtschaftswissenschaften und Medien			Fachgebiet: 2551							
SWS nach	1.FS	2.FS	3.FS	4.FS	5.FS	6.FS	7.FS	8.FS	9.FS	10.FS
Fach-	V S P	V S P	V S P	V S P	V S P	V S P	V S P	V S P	V S P	V S P
semester		0 2 0								

### Lernergebnisse / Kompetenzen

After attending the course, students.

- Describe and understand important developments in German history and political culture
- Understand and analyze the elements of the German media system as well as to discuss and evaluate the interconnectivity of the media system and the political culture.
- Compare, relate and evaluate the characteristics of the German media and political system to other countries.
- Understand, apply and reflect the structure of argumentation based on political culture and practices in Germany
- Develop analytical perspectives on and correctly assess current political debates in Germany

### Vorkenntnisse

### Inhalt

The course will introduce you to several important aspects, which shaped the German media system such as: (1) The German history after the 2nd world war and the German reunification, (2) The German cultural dimensions and the political culture. The course also gives students understanding on what constitutes the German media system and how it also shaped the political culture of Germany.

### Medienformen und technische Anforderungen bei Lehr- und Abschlussleistungen in elektronischer Form

The course will be taught online. The class can be studied entirely digital – it is therefore suitable for students enrolled in the digital MCS-program.

For further information please visit the respective moodle-room. The following link guides you to all classes taught by department EMPK in summer term 2022: <https://moodle2.tu-ilmenau.de/course/index.php?categoryid=555> Please scroll down until you find the class you are interested in.

### Literatur

- Brüggemann, M., Engesser, S., Büchel B., Humprecht, E., & Castro, L. (2014). Hallin and Mancini revisited: Four empirical types of Western media systems. *Journal of Communication*, 64(6), 1037-1065.
- Hallin, D. C. & Mancini, P. (Eds.). (2004). *Comparing media systems: Three models of media and politics*. New York: Cambridge University Press.
- Hallin, D. C. & Mancini, P. (Eds.). (2012). *Comparing media systems beyond the Western world: Communication, society and politics*. Cambridge: Cambridge University Press.
- Almond, G.A. & Verba, S. (1989). *The Civic Culture*. Thousand Oaks, CA: SAGE.
- Hofstede, G. (2001). *Culture's Consequences: Comparing Values, Behaviors, Institutions, and Organizations across Nations*. 2d ed. Thousand Oaks, CA: SAGE.

Internet sources:

<https://www.deutschland.de/en/topic/culture/an-overview-of-press-freedom-and-the-media-in-germany>

<https://www.deutschland.de/en/topic/culture/television-facts-and-figures-about-television-in-germany>

<https://www.deutschland.de/en/topic/politics/election-in-germany-questions-and-answers-on-the-bundestag-election>

<https://www.deutschland.de/en/topic/politics/the-german-federal-election-facts-about-the-bundestag-and-electoral-law>

#### Detailangaben zum Abschluss

Depending on the topic and the number of participants, the workload consists of one or more partial credits. These can be oral or written examinations and course-related work such as presentations, literature reviews, homework, etc. The exact requirements will be announced in the first session.

alternative Abschlussform aufgrund verordneter Coronamaßnahmen inkl. technischer Voraussetzungen

verwendet in folgenden Studiengängen:

Master Media and Communication Science 2021



## Modul: Next-Generation Applications

Modulabschluss: Prüfungsleistung alternativ

Art der Notengebung: Gestufte Noten

Sprache: Englisch

Pflichtkennz.: Wahlmodul

Turnus: Sommersemester

Modulnummer: 200821

Prüfungsnummer: 2500578

Modulverantwortlich: Prof. Dr. Wolfgang Broll

Leistungspunkte: 5	Workload (h): 150	Anteil Selbststudium (h): 128	SWS: 2.0																								
Fakultät für Wirtschaftswissenschaften und Medien			Fachgebiet: 2557																								
SWS nach	1.FS	2.FS	3.FS	4.FS	5.FS	6.FS	7.FS	8.FS	9.FS	10.FS																	
Fach-	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P
semester				0	2	0																					

### Lernergebnisse / Kompetenzen

The students know how to investigate a new topic and to perform a corresponding literature search. They are able to prepare a small user study or to conduct a small experiment. They are able to participate in the scientific discourse and have experience in preparing and presenting their work. They understand how to write a scientific short paper and have gained experience in doing so. Due to intensive scientific discourse as part of the seminar as well as the peer assessments of the short papers they can correctly assess and appreciate the achievements of their fellow students. They consider criticism, heed remarks and accept suggestions. They are aware of importance of informed consent and ethical issues in studies involving people and are able to apply this to their own research.

### Vorkenntnisse

Interest in technology driven applications. Willingness to discuss and present in English. Knowledge of programming is not required but offers by far additional opportunities for experiments. Literature (as far as required) to be announced at the first appointment. This course is primarily for master students of media and communication science and open for participants from other degree programs.

### Inhalt

Next-generation applications, often based on new technologies provide new opportunities. While some possibilities are obvious and establish immediately, others only evolve after some time. However, in a networked global system such applications also often infer with ethical and privacy issues, often neglected in favor of new opportunities.

This specialization seminar typically focuses around a certain type or a new usage of applications enabled by recent technologies. Participants of the seminar try to develop a deep understanding of the technological aspects involved and investigate into an individual research topic related to them. This allows them to examine general trends and perspectives, types of usage, implications, ethical aspects involved, privacy issues, and user acceptance, but also to create their own (novel) application concepts and ideas. While research may be based or include typical methodologies used in communication science, students are supposed to conduct experiments using the applications and technologies researched and to create their own (mock-up) videos. Ideally, such research finally is accompanied by an application prototype (which may be just a mock-up or interface prototype and also may include games). The individual research topics, the related work, and the methods selected will be presented and discussed with other participants throughout the seminar. The research will result in a research paper. Students delivering excellent research are encouraged and supported to submit their work to international workshop and conferences.

The particular topic will be different in each seminar and is presented at the beginning of each term.

### Medienformen und technische Anforderungen bei Lehr- und Abschlussleistungen in elektronischer Form

n/a

### Literatur

Please note that this is a container module description. Each term the course has a different, particular topic. The literature required directly depends on this particular topic of the course offered then. Thus, it cannot be announced in advance.

#### Detailangaben zum Abschluss

Students will participate in group discussions (10%), make and provide some short presentations on their topic including a conference style final presentation (30%), write a report as a short paper (50%), and provide peer reviews of other students' papers (20%). Additional materials created by the students to perform their studies / experiments such as videos, demo/fake apps, prototypes, 3D content, etc. may be considered as bonus up to 20%. Insofar as participation in attendance dates relevant to the conclusion is not possible due to illness, the part of the evaluation based on this is carried out exclusively on the basis of the submitted presentations.

alternative Abschlussform aufgrund verordneter Coronamaßnahmen inkl. technischer Voraussetzungen

verwendet in folgenden Studiengängen:

Master International Business Economics 2021  
Master Media and Communication Science 2021

## Modul: Psychology of New Media and Technologies

Modulabschluss: Prüfungsleistung alternativ Art der Notengebung: Gestufte Noten  
 Sprache: Englisch Pflichtkennz.: Wahlmodul Turnus: Wintersemester

Modulnummer: 200842 Prüfungsnummer: 2500603

Modulverantwortlich: Prof. Dr. Nicola Döring

Leistungspunkte: 5 Workload (h): 150 Anteil Selbststudium (h): 105 SWS: 4.0  
 Fakultät für Wirtschaftswissenschaften und Medien Fachgebiet: 2554

SWS nach Fach- semester	1.FS			2.FS			3.FS			4.FS			5.FS			6.FS			7.FS			8.FS			9.FS			10.FS					
	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P
	0	2	0				0	2	0																								

### Lernergebnisse / Kompetenzen

After attending the seminar, students understand the relevance of psychology of digital media and psychology of technology for communication science. They know the current state of research of a selected field of psychology of digital media or psychology of technology. They understand advanced in-depth details of a psychology-focused research process in communication science, for instance, how to systematically search for literature and summarize the state of research appropriately, how to build and visualize a conceptual model based on established theories, or how to identify questionable research practices in published papers (professional competence).

After working on the bi-weekly tasks, students know how to apply specific research methods or how to interpret specific theories, respectively. Based on this, they can conduct more sophisticated research projects (methods competence).

After giving the presentation, students can present the results of psychology of digital media and psychology of technology research in oral form in an APA-compliant fashion (methods competence).

After writing the research report, students can present the results psychology of digital media and psychology of technology research in written form in an APA-compliant fashion (methods competence).

After working on the bi-weekly tasks, the oral presentation, and the research report, students can plan the time for an own project, motivate themselves to work on their own projects, and assess the achievement of their own project (self-management competence).

### Vorkenntnisse

Students have a strong interest in psychology of digital media and psychology of technology and at least basic knowledge of social research methodology (study design, data collection, data analysis). Students have completed the course "Academic Skills in Communication Science".

### Inhalt

From the perspective of communication science, psychology of digital media and psychology of technology are relevant fields of research, as they are intertwined with many different types of communication (e.g., health communication, political communication, sexual communication, social campaigns, advertising, education, entertainment, news, citizen journalism etc.) and communication technologies (e.g., Web 2.0, social media, immersive virtual reality, video games).

The aim of the \*module\* is twofold: (1) Students look into the current state of a selected field of psychology of digital media or psychology of technology (e.g., health communication on YouTube), and Students (2) learn about specific research methods or specific theories, respectively. Relevant methods can be systematic literature reviews, critical reading, building conceptual models, selected methods of data collection and/or data analysis (depending on the applicability). Relevant theories can be Online Disinhibition, Cues Filtered-out, QUEST-VR, Uses-and-Gratifications Approach, The Differential Susceptibility to Media Effects Model, Sexual Scripts Theory, and so on.

### Medienformen und technische Anforderungen bei Lehr- und Abschlussleistungen in elektronischer Form

The course will be taught on-site. The class cannot be studied entirely digital – it is therefore not suitable for students enrolled in the digital MCS-program.

Moodle, Texts, Slides, Internet Links, Videos  
<https://moodle2.tu-ilmenau.de/course/view.php?id=3983>

#### Literatur

Literature list will be provided in the course of the module

#### Detailangaben zum Abschluss

- active participation in class
- bi-weekly tasks
- oral presentation
- written research report

alternative Abschlussform aufgrund verordneter Coronamaßnahmen inkl. technischer Voraussetzungen

verwendet in folgenden Studiengängen:

Master Media and Communication Science 2021

## Modul: Virtual and Augmented Reality for Communication Science

Modulabschluss: Prüfungsleistung alternativ Art der Notengebung: Gestufte Noten  
 Sprache: Englisch Pflichtkennz.: Wahlmodul Turnus: ganzjährig

Modulnummer: 200820 Prüfungsnummer: 2500577

Modulverantwortlich: Prof. Dr. Wolfgang Broll

Leistungspunkte: 5	Workload (h): 150	Anteil Selbststudium (h): 82	SWS: 6.0
Fakultät für Wirtschaftswissenschaften und Medien			Fachgebiet: 2557

SWS nach Fach- semester	1.FS			2.FS			3.FS			4.FS			5.FS			6.FS			7.FS			8.FS			9.FS			10.FS					
	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P			
	0	2	0	0	2	0	0	2	0																								

### Lernergebnisse / Kompetenzen

From this seminar the students have fundamental experience in the usage of game engines (e.g. Unity, Unreal, etc.) for setting up simple VR and AR environments for conducting user tests and social studies. By mutual presentations of group work they can rectly assess and appreciate the achievements of their fellow students. They consider criticism, heed remarks and accept suggestions.

### Vorkenntnisse

Knowledge of web technologies (http(s), HTML, CSS, etc.). Basic programming/scripting knowledge is anticipted (e.g. JavaScript, Java, C# , Objective-C, or similar).

### Inhalt

This course shall enable participants to setup their own experiments applying AR or VR . It revises their basic programming skills with respect to simple interactive 3D environments. Participants will learn and practice to setup a VR or AR environment to do their own social studies as part of research modules.

### Medienformen und technische Anforderungen bei Lehr- und Abschlussleistungen in elektronischer Form

Powerpoint, live demonstrations, slides and coding examples on Moodle: <https://moodle2.tu-ilmenau.de/course/view?id=3836>

### Literatur

Virtual and Augmented Reality, Dörner et al. (eds), Springer, 2021  
 Jason Jerald. 2015. The VR Book: Human-Centered Design for Virtual Reality. Association for Computing Machinery and Morgan & Claypool. ISBN: 9781970001129. DOI: <https://doi.org/10.1145/2792790> (en)  
 Dieter Schmalstieg, Tobias Höllerer. Augmented Reality: Principles and Practice. Addison-Wesley Professional. ISBN: 9780133153217 (en)  
 Joseph J. LaViola, Jr., Ernst Kruijff, Ryan P. McMahan, Doug Bowman, Ivan P. Poupyrev. 2017. 3D User Interfaces: Theory and Practice, 2nd Edition. Addison-Wesley Professional. ISBN: 9780134761794 (en)  
 Jonathan Lazar, Jinjuan Feng, Harry Hochheiser. 2017. Research Methods in Human-Computer Interaction, 2nd Edition. Morgan Kaufmann. ISBN: 9780128093436 (en)

### Detailangaben zum Abschluss

Students will create a small VR or AR application, typically applying a major game.

alternative Abschlussform aufgrund verordneter Coronamaßnahmen inkl. technischer Voraussetzungen  
 hybrid/online (suitable for digital program)

verwendet in folgenden Studiengängen:

Master International Business Economics 2021

Master Media and Communication Science 2021

## Modul: Applied Communication: Public Relations and Communication in the context of Globalization

Modulabschluss: Prüfungsleistung alternativ Art der Notengebung: Gestufte Noten  
 Sprache: Englisch Pflichtkennz.: Wahlmodul Turnus: Wintersemester

Modulnummer: 200817 Prüfungsnummer: 2500574

Modulverantwortlich: Dr. Andreas Schwarz

Leistungspunkte: 5	Workload (h): 150	Anteil Selbststudium (h): 128	SWS: 2.0
Fakultät für Wirtschaftswissenschaften und Medien			Fachgebiet: 2555

SWS nach Fach- semester	1.FS			2.FS			3.FS			4.FS			5.FS			6.FS			7.FS			8.FS			9.FS			10.FS					
	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P			
							0	2	0																								

### Lernergebnisse / Kompetenzen

By completing the course students understood main topics and challenges of applied communication research, specifically in the field of international public relations and international strategic communication as fields of inquiry and fields of practice. Participants substantially increased their skills of analyzing the international environment of strategic communicators and their organizations in terms of contextual factors such as culture, political systems, economic development, media systems, online communication, international and transnational networks, etc. After successful participation, students identified and analyzed key actors/organizations (e.g., multinational companies, NGOs, IGOs, government) in the fields of international applied communication including public relations and strategic communication in terms of their goal formulation, strategy development, tactics development, as well as institutional structures and methods. Participants developed skills in planning international applied communication and campaigns. In addition, they increased their experience in working with clients.

### Vorkenntnisse

This course requires a basic knowledge in the field of media and communication studies as well as public relations.

### Inhalt

This course focusses on different aspects of applied communication. Students review the relevant state of research on a specific topic and subsequently apply that knowledge to practical tasks in order to resolve applied communication problems. More specifically, the course introduces students to the fundamentals of strategic communication in an international environment. Course participants will look at research and practice in the fields of international strategic communication including public relations and other domains of communication. They will also explore different aspects of international media systems and issues of globalization. In this course, international public relations can be understood as "the planned and organized effort of a company, institution, or government to establish mutually beneficial relations with the publics of other nations" (Wilcox, Ault, Agee, & Cameron, 2000, p. 343) or of different cultural contexts. Departing from this definition, the course gives an overview of the state of research and theoretical debates regarding international communication and/or PR. Depending on the specific focus in the according term, the course helps students in getting to know different types of organizations in fields such as international business, international civil society (NGOs), or government. Students will look at those organizations' strategies, structures and tools of strategic communication as well as the international environment that they are operating in. Depending on course arrangements in the specific term, students might be asked to work in cooperation with a real client on different aspects or problems of international communication.

## Literatur

All relevant course materials will be made available on the online learning platform Moodle. The online learning platform Moodle provides you with a specific list of references for each session of this course. These sources serve as a basis for preparing the presentations in class.

Furthermore, the course is based on the following list of recommended readings:

Badhan, N. & Weaver, C. K. (2011). *Public Relations in Global Cultural Contexts: Mutli-Paradigmatic Perspectives*. New York, Abingdon: Routledge.

Botan, C. H. & Hazleton, V. (2006). *Public Relations Theory II*. New York, London: Lawrence Erlbaum Associates.

Curtin, P. A. & Gaither, T. K. (2007). *International Public Relations: Negotiating Culture, Identity, and Power*. Thousand Oaks, London, New Delhi: Sage.

Hanitzsch, T., Hanusch, F., Mellado, C., Anikina, M., Berganza, R., Cangoz, I., Coman, M., Hamada, B., Hernandez, M. E., Karadjov, C. D., Moreira, S. V., Mwesige, P. G., Plaisance, P. L., Reich, Z., Seethaler, J., Skewes, E. A., Vardiansyah Noor, D., & Yuen, K. W. (2011). Mapping Journalism Cultures across Nations: A Comparative Study of 18 Countries. *Journalism Studies*, 12, 273-293.

Lim, J. S. (2010). Global integration or local responsiveness? Multinational corporations' public relations strategies and cases. In G. J. Golan, T. J. Johnson & W. Wanta (Eds.), *International media communication in a global age* (pp. 299-318). New York, NY: Routledge.

Molleda, J.-C., & Laskin, A. (2010). Coordination and control of global public relations to manage cross-national conflict shifts. In G. J. Golan, T. J. Johnson & W. Wanta (Eds.), *International media communication in a global age* (pp. 319-344). New York, NY: Routledge.

Schwarz, A., & Fritsch, A. (2014). Communicating on behalf of global civil society: Management and coordination of public relations in international nongovernmental organizations. *Journal of Public Relations Research*, 26(2), 161-183.

Sriramesh, K. & Vercic, D. (2009). *The Global Public Relations Handbook: Theory, Research, and Practice* (2nd ed.). New York, London: Routledge.

## Detailangaben zum Abschluss

Assignments include 1) a research presentation in class; 2) the presentation of an international strategic communication/campaign concept; and 3) a booklet or paper elaborating an international strategic communication/campaign concept including analysis, strategy, tactics, and administration.

alternative Abschlussform aufgrund verordneter Coronamaßnahmen inkl. technischer Voraussetzungen

verwendet in folgenden Studiengängen:

Master Media and Communication Science 2021



## Modul: Applied Communication: Strategic Communication Management

Modulabschluss: Prüfungsleistung alternativ Art der Notengebung: Gestufte Noten  
 Sprache: Englisch Pflichtkennz.: Wahlmodul Turnus: Sommersemester

Modulnummer: 200840 Prüfungsnummer: 2500600

Modulverantwortlich: Dr. Andreas Schwarz

Leistungspunkte: 5 Workload (h): 150 Anteil Selbststudium (h): 128 SWS: 2.0  
 Fakultät für Wirtschaftswissenschaften und Medien Fachgebiet: 2555

SWS nach Fach- semester	1.FS			2.FS			3.FS			4.FS			5.FS			6.FS			7.FS			8.FS			9.FS			10.FS								
	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P			
				0	2	0																														

### Lernergebnisse / Kompetenzen

By completing the course students understood selected topics and challenges of applied communication research, specifically in strategic communication as field of inquiry and field of practice. Participants substantially increased their skills of analyzing the specific environment of strategic communicators and their organizations in selected areas of application. After successful participation, students identified and analyzed key actors/organizations (e.g., multinational companies, NGOs, IGOs, government) in domestic or international applied communication. Participants developed skills in planning applied communication strategies, tactics, and/or campaigns. In addition, they increased their experience in working with clients.

### Vorkenntnisse

Previous basic knowledge in strategic communication, public relations, and communication management.

### Inhalt

This course focusses on different aspects of applied communication management. Students review relevant concepts, models, and findings of strategic communication management research. They subsequently apply that knowledge to practical tasks in order to resolve problems of applied communication management. Depending on the specific focus in the according term, the course helps students in getting to know different types of organizations in fields such as international business, international civil society (NGOs), or government. Students will look at those organizations' strategies, structures, and tools of strategic communication management. Depending on course arrangements in the specific term, students might be asked to work in cooperation with a real client on different aspects or problems of communication management.

### Medienformen und technische Anforderungen bei Lehr- und Abschlussleistungen in elektronischer Form

Presentation software, social software, videos, laptops

### Literatur

Literature will be provided on the e-learning platform Moodle by the start of the course.

### Detailangaben zum Abschluss

Students will give a presentation on selected fields of applied communication management. They will write and submit a final paper analyzing certain aspects or cases of applied communication management.

alternative Abschlussform aufgrund verordneter Coronamaßnahmen inkl. technischer Voraussetzungen

### verwendet in folgenden Studiengängen:

Master International Business Economics 2021  
 Master Media and Communication Science 2021

## Modul: Communication for a better Future

Modulabschluss: Prüfungsleistung alternativ

Art der Notengebung: Gestufte Noten

Sprache: Deutsch/Englisch

Pflichtkenn.: Wahlmodul

Turnus: Wintersemester

Modulnummer: 200838

Prüfungsnummer: 2500598

Modulverantwortlich: Prof. Dr. Jens Wolling

Leistungspunkte: 5	Workload (h): 150	Anteil Selbststudium (h): 128	SWS: 2.0																			
Fakultät für Wirtschaftswissenschaften und Medien			Fachgebiet: 2551																			
SWS nach	1.FS	2.FS	3.FS	4.FS	5.FS	6.FS	7.FS	8.FS	9.FS	10.FS												
Fach-	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	
semester																						

### Lernergebnisse / Kompetenzen

By completing the course, students understand the main topics and challenges of applied communication research, specifically in the field of public relations for local NGOs as fields of inquiry and fields of practice. Participants substantially increased their skills of analyzing these organizations' local environment in terms of contextual factors such as culture, political situation, economic development, local media system and media use, online communication, local networks, etc. Participants developed skills in planning applied communication and campaigns. Besides, they increase their experience in working with clients.

### Vorkenntnisse

### Inhalt

This course focuses on different aspects of applied communication. Students review the relevant state of research on a specific topic and subsequently apply the knowledge to practical tasks in order to resolve applied communication problems. More specifically, the course introduces students to the fundamentals of strategic communication in a local environment. In this module, communication projects in environmental protection, culture, politics, social and humanitarian commitment in cooperation with local partners (mainly NGOs) are realized. The results provide professional support for the respective partners' communication activities by creating media for them and planning and implementing communication campaigns. The project partners come from the region and the target groups of the communication activities are primarily German-speaking persons. Therefore, the course participants conduct research and create communication products in the German language.

### Medienformen und technische Anforderungen bei Lehr- und Abschlussleistungen in elektronischer Form

Moodle, presentation tools, Webex

### Literatur

The lecturers provide the students with introductory literature on the respective topics.

### Detailangaben zum Abschluss

Depending on the topic and the number of participants, the workload can consist of one or more partial credits. These can be oral or written examinations, but also course-related work such as presentations, literature reviews, homework, etc. The exact requirements will be announced in the first session.

### alternative Abschlussform aufgrund verordneter Coronamaßnahmen inkl. technischer Voraussetzungen

alternative Abschlussleistung (Arbeitsproben, zum Beispiel: Referate, Präsentationen, konstruktive/experimentelle oder sonstige Entwicklungsarbeiten, praktische Arbeiten) in Distanz entsprechend § 6a PStO-AB

### verwendet in folgenden Studiengängen:

Master Media and Communication Science 2021

## Modul: Strategic / Journalistic Communication in multicultural Settings

Modulabschluss: Prüfungsleistung alternativ Art der Notengebung: Gestufte Noten  
 Sprache: Englisch Pflichtkennz.: Wahlmodul Turnus: Sommersemester

Modulnummer: 200828 Prüfungsnummer: 2500587

Modulverantwortlich: Prof. Dr. Martin Löffelholz

Leistungspunkte: 5	Workload (h): 150	Anteil Selbststudium (h): 128	SWS: 2.0
Fakultät für Wirtschaftswissenschaften und Medien			Fachgebiet: 2552

SWS nach Fach- semester	1.FS			2.FS			3.FS			4.FS			5.FS			6.FS			7.FS			8.FS			9.FS			10.FS					
	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P			
				0	2	0																											

### Lernergebnisse / Kompetenzen

After this seminar students can apply their knowledge about communication in a concrete project. They can focus either on strategic or journalistic communication broadening their knowledge in the respective field. In addition, participants have advanced their practical skills applying concrete communication strategies in multicultural settings. Participants can develop and implement a journalistic or strategic communication project taking into account the conditions and challenges of intercultural communication.

### Vorkenntnisse

Students should have a basic knowledge of communication studies and share an interest in applied research.

### Inhalt

This seminar combined knowledge about communication processes with application to concrete practices, be it in journalism, public relations or other forms of strategic communication. If possible, we worked with communication experts from the vocational field. Methods and practical strategies of how to organize workflows were discussed. Thus, students also strengthened their personal soft skills.

### Medienformen und technische Anforderungen bei Lehr- und Abschlussleistungen in elektronischer Form

The course will be taught on-site. The class cannot be studied entirely digital – it is therefore not suitable for students enrolled in the digital MCS-program.

Relevant documents and materials will be made accessible to students on the E-Learning-Platform moodle.tu-ilmenau.de.

In class, presentations (PPT or other formats) and other media will be used (Video, Audio, Posters, etc.).

This course further uses technical journalistic equipment provided by the University.

Further information will be communicated in class.

Link to Moodle-Course: <https://moodle2.tu-ilmenau.de/course/view.php?id=3971>

### Literatur

Will be announced at the beginning of the course.

### Detailangaben zum Abschluss

Das Modul Strategic / Journalistic Communication in multicultural Settings mit der Prüfungsnummer 2500587 schließt mit der folgenden Leistung ab: Projektarbeit mit einer Wichtung von 100%

Details zum Abschluss der Leistung:

Students work on a journalistic project and submit the result in a suitable format (.mov or .avi file or similar).

### alternative Abschlussform aufgrund verordneter Coronamaßnahmen inkl. technischer Voraussetzungen

Aggravated conditions under the Corona pandemic do not generate the need of adapted performances. The performance is practicable over distance taching in identical form.

### verwendet in folgenden Studiengängen:

Master Media and Communication Science 2021

## Exposé and Master Preparation Seminar

Fachabschluss: Studienleistung alternativ Art der Notengebung: Gestufte Noten  
 Sprache: Pflichtkennz.:Pflichtmodul Turnus:ganzjährig

Fachnummer: 201083 Prüfungsnummer:99002

Fachverantwortlich:

Leistungspunkte: 5 Workload (h):150 Anteil Selbststudium (h):139 SWS:1.0  
 Fakultät für Wirtschaftswissenschaften und Medien Fachgebiet:2556

SWS nach Fach- semester	1.FS			2.FS			3.FS			4.FS			5.FS			6.FS			7.FS			8.FS			9.FS			10.FS					
	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P
										0	1	0																					

Lernergebnisse / Kompetenzen

Vorkenntnisse

Inhalt

Medienformen und technische Anforderungen bei Lehr- und Abschlussleistungen in elektronischer Form

Literatur

Detailangaben zum Abschluss

alternative Abschlussform aufgrund verordneter Coronamaßnahmen inkl. technischer Voraussetzungen

verwendet in folgenden Studiengängen:

Master Media and Communication Science 2021

## Masterarbeit mit Kolloquium

Fachabschluss: mehrere Teilleistungen

Art der Notengebung: Generierte Noten

Sprache: Englisch

Pflichtkennz.: Pflichtmodul

Turnus: ganzjährig

Fachnummer: 201051

Prüfungsnummer: 99000

Fachverantwortlich: Prof. Dr. Andreas Will

Leistungspunkte: 25	Workload (h): 750	Anteil Selbststudium (h): 750	SWS: 0.0																		
Fakultät für Wirtschaftswissenschaften und Medien			Fachgebiet: 2556																		
SWS nach	1.FS	2.FS	3.FS	4.FS	5.FS	6.FS	7.FS	8.FS	9.FS	10.FS											
Fach-	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P	V	S	P
semester					750 h																

### Lernergebnisse / Kompetenzen

The students can

- Independently and thoroughly study a topic in a scholarly manner on the basis of scientific literature and on the basis of the subject-related and methodological skills acquired during the course of study
- draft and apply a appropriate process for addressing the research topic
- research the relevant literature and present a state of research by argumentation
- choose a well founded theory
- select a suitable method
- independently conduct a scientific study of communication science according to scientific and ethical criteria
- write down and present their topic and their findings in a written thesis as well as in a presentation and finally defend them in the discussion

### Vorkenntnisse

### Inhalt

With the Master's thesis concluding their studies, students demonstrate their ability to deal with a topic in a detailed scientific manner on the basis of scientific literature and the subject-related and methodological skills acquired during their studies, and to present and discuss the process and the results in written and oral form.

Medienformen und technische Anforderungen bei Lehr- und Abschlussleistungen in elektronischer Form

### Literatur

Handbook for writing academic papers at the Institute for Media and Communication Studies, Further literature is to be researched independently

### Detailangaben zum Abschluss

- Final thesis
- Short documentation for the purpose of publication in the university bibliography
- Oral colloquium ("defence") 30 minutes

alternative Abschlussform aufgrund verordneter Coronamaßnahmen inkl. technischer Voraussetzungen

verwendet in folgenden Studiengängen:

Master Media and Communication Science 2021



## **Glossar und Abkürzungsverzeichnis:**

LP	Leistungspunkte
SWS	Semesterwochenstunden
FS	Fachsemester
V S P	Angabe verteilt auf Vorlesungen, Seminare, Praktika
N.N.	Nomen nominandum, Platzhalter für eine noch unbekannte Person (wikipedia)
Objektypen lt. Inhaltsverzeichnis	K=Kompetenzfeld; M=Modul; P,L,U= Fach (Prüfung, Lehrveranstaltung, Unit)