



DEPARTMENT OF MEDIA AND COMMUNICATION



## Exchange at IfKW Munich Key Data for Incoming Students

### Institution Details

<b>Name of Department</b>	Department of Media and Communication (Faculty of Social Sciences)
<b>Postal Address</b>	University of Munich Department of Media and Communication Oettingenstr. 67 80538 Munich Germany
<b>Website</b>	<a href="https://www.en.ifkw.uni-muenchen.de/">https://www.en.ifkw.uni-muenchen.de/</a>



### International Coordinators

<b>Incoming &amp; Outgoing Students</b>	M.A. Jessica Kühn (Ms) Department of Media and Communication Oettingenstr. 67   Room A112 80538 Munich Phone: +49 89 2180-9524 <a href="mailto:jessica.kuehn@ifkw.lmu.de">jessica.kuehn@ifkw.lmu.de</a>
<b>Contract Management</b>	Dr. Bernhard Goodwin (Mr) Department of Media and Communication Oettingenstr. 67   Room A005 80538 Munich Phone: +49 89 2180-9494 Fax: +49 89 2180-999494 <a href="mailto:bernhard.goodwin@ifkw.lmu.de">bernhard.goodwin@ifkw.lmu.de</a>



### Application and Registration Procedure

Once you are nominated as an exchange student by your home university you need to register at the **International Office of LMU**. This site provides information for exchange students who were already accepted as visiting students at LMU and who will spend one or two semesters at the Department of Media and Communication (IfKW).



## WELCOME DAY @ IfKW

we would like to welcome our international students at the Department of Media and Communication in the week before the start of the semester

**winter term 2020: Thursday, April 16, 2020, 2-5 p.m.**

## Course choice and course registration

### online course catalogue of LMU

[www.lsf.lmu.de](http://www.lsf.lmu.de)

The up-to-date course catalogue is available two months before the beginning of each semester.

### course choice

A few weeks prior to the start of the semester, the international coordinators will send an online form for choosing classes in our department (wishlist). You do not have to apply online for the courses by yourself. Your coordinator will apply for you.

**IMPORTANT:** This only works for courses at IfKW – if you wish to attend courses in another department you must register yourself (the best would be to write an e-mail to the lecturer).

### Website

[https://www.en.ifkw.uni-muenchen.de/international/exchange\\_students/before\\_semester/index.html](https://www.en.ifkw.uni-muenchen.de/international/exchange_students/before_semester/index.html)



## Courses at IfKW

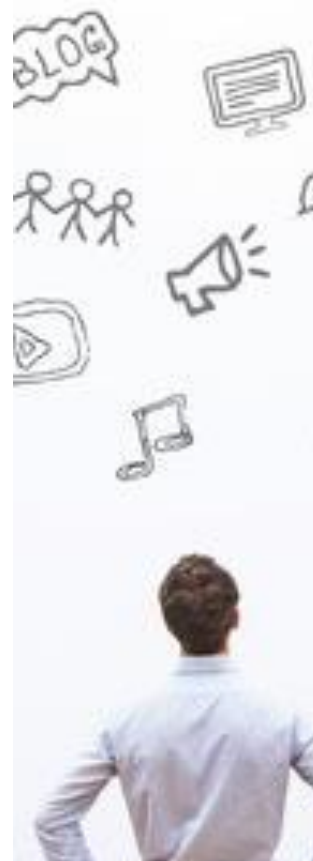
Our seminars for exchange students only, *Professional Communication in Munich* in winter and *Media Institutions in Munich* in summer, give each 7-9 ECTS. The crash course *Writing for academic purposes* is worth 1 ECTS point.

For exchange students most of the regular seminars at IfKW give 5 ECTS points, lectures give 4 ECTS points and Haupt- und Wahlpflichtseminare (advanced, 4h/week, strong focus on empirical research methods) 11 ECTS points on UG level and 15 ECTS on PG level.

**Lectures** at IfKW are attended by 100 to 200 students and are held each week by a Professor (usually in German). At home students are expected to read the relevant literature. Towards the end of the semester there will be a written exam (usually in the last week of the lecture period). After personal consultation with the lecturer, the examination modality can be changed if necessary (e.g. oral exam). Lectures seem easy at first glance, however, you should consider this: You won't be able to practice your German in a lecture.

**Seminars** are usually attended by 15 to 30 students. They will probably have to give a presentation (together with fellow students, as a rule) and at the end of the semester they will most likely write a term paper. A seminar also involves the reading of relevant literature. On occasion, there will be practical exercises. Discussions feature prominently in seminars. By and large, presentations pose no problems for exchange students, although the assignments at the end of the semester are often demanding (But you can discuss the conditions with your teacher).

**'Haupt- und Wahlpflichtseminare'** are advanced seminars and proceed like ordinary seminars, except they are conceived for third-year or graduate students with a focus on empirical research. If students wish to attend a Hauptseminar they should be able to speak German/English quite well and be able to proof comprehensive knowledge in empirical research methods.



## English taught classes at IfKW during summer term 2020

BA   MA level	<b>We strongly recommend attending this seminars - first of all it's fun and second, it is a place for all exchange students from the IfKW to get together.</b>	
	<b>Media Institutions in Munich</b> (seminar, 2h/week, 7-9 ECTS)	How do media work in Munich? Which institutions are important, who works there and what do they actually do all day? The seminar focuses on media production processes in online, print and broadcasting media. Students take part in four field trips to different media companies in Munich. The acquired knowledge will be implemented in a weblog planned, edited and written by the participating students.
	<b>Writing for Academic Purposes</b> (1day-crash course, 3h, 1 ECTS)	This 3-hour crash course for exchange students only focusses on scientific basics, dos and don'ts in writing an academic (research) report - especially in the field of communication: knowledge of the most relevant libraries and online catalogues, use of important digital databases, central sources, online search methods, quotation and bibliography exercises, library tour (IfKW).
	<b>Message Design in Pharmaceutical Advertising</b> (seminar, 2h/week, 5 ECTS)	This seminar deals with the strategies employed by advertisers in their audiovisual commercials. This includes (but is not limited to): appeals to emotions, use of visuals and music, and the choice of words when addressing product benefits and risks. We begin by identifying strategies actually employed in current advertising and then move to reviewing the literature on the most interesting ones. This two-step approach will enable us to identify the most prevalent strategies and allow us to speculate on the reasons why advertisers use them (by inferring on the intended effects).
	<b>Attention please! Successful advertising in a high choice media environment</b> (seminar, 2h/week, 5 ECTS)	tba.
MA level (only)	<b>Control and Resistance in the Digital Era - An Introduction to key issues and debates</b> (block seminar, 4 days, 9 ECTS)	The course will take up important strains of contemporary thinking about politics, economy, and society in a digital age. Introducing concepts and theories that enable a better understanding of freedom - control dynamics characteristic of digital networks in a late-modern capitalist era, we identify key challenges, threats, and opportunities inherent in recent technologically facilitated transformations. The course consists of a mixture of lectures and practical seminars and is designed as a series of whole-day block gatherings where major themes and analytical as well as theoretical tools are first introduced and subsequently applied by students. The course also contains a practical seminar in cyber-security.
	<b>Empirical Research Project</b> (Haupt-/seminar, 4h/week, 12 ECTS)	tba.