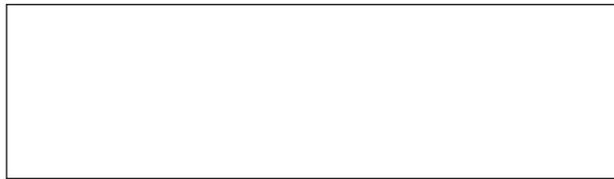




LUDWIG-
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Module manual

Bachelor of Arts, B.A.: Communication Studies

(180 ECTS)

Based on the examination and study regulations from June 18, 2015

83/133/---/H1/H/2015

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Abbreviations and Explanations

CP	Credit Points, ECTS-Points
ECTS	European Credit Transfer and Accumulation System
h	Hours
SoSe	Summer term
SWS	Hours per Week
WiSe	Winter term
WP	Elective
P	Compulsory

1. Each description of the assigned module components is based on the respective information on ECTS points according to the following scheme: ECTS points that are not bracketed are awarded upon passing the corresponding module examination or sub-module examination. Parenthesized ECTS points are only used for computational assignments.
2. The information provided during the course of the program may depend on the information in Annex 2 of the Examination and Study Regulations. The terms "standard semester" and "recommended semester" in this module handbook specify whether this information conveys fixed regulations or mere recommendations.
3. Please note: This module manual serves as an orientation for your degree program. For information on binding regulations, please consult the Examination and Study Regulations in the most updated version of the manual. You can find this at: www.lmu.de/studienangebot under your respective course.
4. Please note: The program described here requires the selection of a minor. Descriptions of the modules for minor subjects that are permitted by the Examination and Study Regulations can be found in the corresponding module handbooks for the minor subjects.

Module: P 1 Fundamentals of Communication Studies I

Degree Programme Bachelor of Arts Communication Studies

Module Components

Mode of Instruction	Course Title (obligatory)	Term	Time of Attendance	Self-Study Time	ECTS
Lecture	P 1.1 Introduction to Communication Studies I	WiSe	30 h (2 SWS)	60 h	(3)
Seminar	P 1.2 Accompanying Introduction to Communication Studies	WiSe	30 h (2 SWS)	60 h	(3)

A total of 6 ECTS must be earned for this module. The attendance time totals 4 hours per week. Including self-study time, this module requires approximately 180 hours over the course of one semester.

Type of Module	Obligatory module with mandatory courses.
Module's Applicability to Other Study Programs	This module is compulsory for the bachelor's degree in communication studies (180 ECTS). It is also a compulsory module for the minor in communication studies for bachelor courses (60 ECTS) and a compulsory elective module for the bachelor's degree in business administration (180 ECTS).
Regulations for Electives	None
Prerequisites for Attendance	None
Attendance Schedule	1 st semester (standard semester)
Duration	The module extends over the period of 1 semester.
Contents	<p>The compulsory module P 1 Introduction to Communication Studies I provides a first introduction to the basics of communication studies. The lecture and seminar of the compulsory module P 1 thus provide the basic knowledge for further studies.</p> <p>The compulsory module P 1 Introduction to Communication Studies I consists of a lecture and a seminar:</p>

P 1.1 Introduction to Communication Studies I

The lecture for first semester students introduces the basics of communication studies and presents the central questions, theories and empirical findings of selected subject areas. The introductory lecture covers the following subject areas from the social macro perspective: public theories, the media system and its framework conditions (media policy, media law, media economics), the individual forms of media (press, radio, internet), and the relationships between the media and various professional fields (journalism, public relations, advertising).

P 1.2 Accompanying Introduction to Communication Studies

The accompanying seminar is linked in time and content to lecture P 1.1. The lecture's content will be reviewed, discussed and expanded upon in the accompanying seminar using various forms of instruction. In addition to the basics of communication studies, the accompanying introductory lecture covers the following subject areas from the social macro perspective: public theories, the media system and its framework conditions (media policy, media law, media economics), the individual forms of media (press, radio, internet), and the relationships between the media and various professional fields (journalism, public relations, advertising).

Qualification Objectives	<p>Students are familiar with the perspective from which communication studies observes and analyzes media-mediated public communication. They master basic communication studies terms and concepts and they understand the key findings from social macro phenomena field experts.</p> <p>The basic knowledge gained in this module is a prerequisite for attending advanced courses that deal with the learned basics in depth.</p>
Form of Examination	Written exam (90 minutes) or oral exam (30 minutes)
Form of Evaluation	The module is graded.
Prerequisite for Receiving ECTS Points	ECTS points are awarded upon passing the examination for the module (or the assigned compulsory form of examination and, if applicable, the compulsory elective parts).
Module Coordinator	Prof. Dr. Christoph Reinemann
Language	German or English
Additional Information	

Module: P 2 Propaedeutic

Degree Programme Bachelor of Arts Communication Studies

Module Components

Mode of Instruction	Course Title (obligatory)	Term	Time of Attendance	Self-Study Time	ECTS
Seminar	P 2.1 Academic Works	WiSe	30 h (2 SWS)	60 h	(3)
Seminar	P 2.2 Professional Communication I	WiSe	30 h (2 SWS)	60 h	(3)

A total of 6 ECTS points must be earned for this module. The attendance time totals 4 hours per week. Including self-study time, this module requires approximately 180 hours over the course of one semester.

Type of Module	Obligatory module with mandatory courses.
Module's Applicability to Other Study Programs	This module is compulsory for the bachelor's degree in communication studies (180 ECTS) and is only offered in this form for this degree.
Regulations for Electives	None
Prerequisites for Attendance	None
Attendance Schedule	1 st semester (recommended)
Duration	The module extends over the period of 1 semester.
Contents	<p>The compulsory module P 2 Propaedeutic provides the basis for understanding scientific works and research. The implementation of scientific knowledge into presentations and scientific texts as well as the presentation of scientific relationships is taught and practiced. Additionally, a first glimpse into career opportunities for graduates of the communication studies bachelor's degree is provided.</p> <p>The compulsory module P 2 Propaedeutic consists of two seminars:</p>

P 2.1 Academic Works

In addition to providing students with information on how to use the relevant libraries and user catalogs, students are introduced at the beginning of the seminar to the possible uses of computer applications for creating scientific works. This is followed by an introduction to the use of relevant communication studies databases, the practice of research methods, and references to the primary sources of the subject. Additionally, the seminar helps students become familiar with and practice current documentation procedures and citation methods and includes exercises in writing bibliographies. Furthermore, scientific theoretical basics are taught.

P 2.2 Professional Communication I

Experienced practitioners from the central media and communication professions discuss the characteristics of individual job profiles with students. Furthermore, practitioners discuss the prerequisites and opportunities for entry into professional life as well as the prospects and career opportunities in these fields.

Qualification Objectives	<p>Students learn to independently formulate, work on and present scientific questions. In doing so, they should take the theoretical assumptions of communication studies into account. In addition, the Professions in Communication I seminar provides students with initial insights into the world of work and sensitizes them to the requirements thereof. The basic knowledge learned is the prerequisite for attending subsequent courses that deal with the learned basics in detail.</p> <p>After completing the module, students will have key scientific qualifications such as research skills and knowledge transfer, and will have developed skills in information literacy, media, teamwork and communication.</p>
Form of Examination	Written exercise (approx. 15.000 characters with spaces)
Form of Evaluation	The module is graded.
Prerequisite for Receiving ECTS Points	ECTS are awarded upon passing the examination for the module (or the assigned compulsory form of examination and, if applicable, the compulsory elective parts).
Module Coordinator	Prof. Dr. Carsten Reinemann
Language	German or English
Additional Information	

Module: P 3 Methodology I

Degree Programme	Bachelor of Arts (B.A.) in Communication Studies
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Module Components

Mode of Instruction	Course Title (Obligatory)	Term	Attendance Time	Self-Study Time	ECTS
Lecture	P 3.1 Quantitative Methods	WiSe	30 h (2 SWS)	60 h	(3)
Lecture	P 3.2 Qualitative Methods	WiSe	30 h (2 SWS)	60 h	(3)

A total of 6 ECTS points must be earned for this module. The attendance time totals 4 hours per week. Including self-study time, this module requires approximately 180 hours over the course of one semester.

Type of Module	Obligatory module with mandatory courses.
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Module's Applicability to Other Study Programs	This module is compulsory for the bachelor's degree in communication studies (180 ECTS). It is also a compulsory module for the minor in communication studies for bachelor courses (60 ECTS) and a compulsory elective module for the bachelor's degree in business administration (180 ECTS).
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Regulations for Electives	None
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Prerequisites for Attendance	None
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Attendance Schedule	1 st semester (recommended)
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Duration	The module extends over the period of 1 semester.
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Contents	The compulsory module P 3 Methodology I focuses on quantitative and qualitative empirical methods and the practice of working scientifically. The compulsory module P 3 Methodology I consists of two lectures:
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P 3.1 Quantitative Methods

Lecture P 3.1 provides an overview of quantitative empirical methods in communication research in terms of data collection, general methodology and research designs.

P 3.2 Qualitative Methods

The lecture P 3.2 presents methods of qualitative empirical communication research. The focus is on non-standardized methods of data collection. The students are taught a flexible system for applying these methodologies, which may need to be adapted to the object of investigation during the research process.

Qualification Objectives	he compulsory module provides a basic understanding of the methodological approach to communication studies issues. It is essential to raise awareness of the possibilities and limits of the subject's quantifying methods and to gain a basic understanding of empirical work. On the other hand,
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students learn how to use qualitative methods critically and how to use them in a problem-oriented manner. Students will also learn how qualitative and quantitative methods can be combined to increase the quality and significance of the results.

The basic knowledge gained in this module is a prerequisite for attending advanced courses that deal with the learned basics in depth.

Form of Examination for Module	Written exam (90 minutes) or oral exam (30 minutes)
Form of Evaluation	The module is graded.
Prerequisite for Receiving ECTS Points	ECTS points are awarded upon passing the examination for the module (or the assigned compulsory form of examination and, if applicable, the compulsory elective parts).
Module Coordinator	Prof. Dr. Carsten Reinemann
Language of Instruction	German or English
Other Information	N.A.

Module: P 4 Fundamentals of Communication Studies II

Degree Program Bachelor of Arts (B.A.) in Communication Studies

Module Components

Mode of Instruction	Course Title (Obligatory)	Term	Attendance Time	Self-Study Time	ECTS
Lecture	P 4.1 Introduction to Communication Studies II	SoSe	30 h (2 SWS)	60 h	(3)
Seminar	P 4.2 Careers in Communication II	SoSe	30 h (2 SWS)	60 h	(3)

A total of 6 ECTS points must be earned for this module. The attendance time totals 4 hours per week. Including self-study time, this module requires approximately 180 hours over the course of one semester.

Type of Module	Obligatory module with mandatory courses.
Module's Applicability to Other Study Programs	This module is compulsory for the bachelor's degree in communication studies (180 ECTS) and is only offered in this form for this degree.
Regulations for Electives	None
Prerequisites for Attendance	None
Attendance Schedule	2 nd semester (recommended)
Duration	The module extends over the period of 1 semester.
Contents	<p>The compulsory module P 4 Fundamentals of Communication Studies II continues the introduction to the fundamentals of the subject that is provided in the compulsory module P 1 with a focus on the micro perspective. The lecture in the compulsory module P 4 thus provides basic knowledge for further courses.</p> <p>The compulsory module P 4 Fundamentals of Communication Studies II consists of a lecture and a seminar:</p>

P 4.1 Introduction to Communication Studies II

The lecture for students in the second semester introduces the basics of communication studies and presents selected subject areas with their central questions, theories, research methods and empirical findings. The second part of the introductory lecture focuses on research approaches in communication studies that deal with media content, media reception, and the impact of media from a micro perspective. In addition, cognitive and social psychological foundations are taught, which are essential for understanding communication studies models.

The development of theories and methods of communication studies is illustrated using classic studies and current examples from research.

P 4.2 Careers in Communication II

As part of the Careers in Communication II seminar, experienced practitioners from the central fields of media and communication present various occupational profiles and discuss prerequisites and opportunities for entry into professional life as well as career prospects and career opportunities.

Qualification Objectives	<p>Students are familiar with basic theoretical and methodological approaches to communication studies. They are able to analyze phenomena in the field of media content, media reception and the impact of media from a social science perspective and are able to classify their analyses in relation to central research findings and methods of communication studies.</p> <p>In addition, the Careers in Communication II seminar gives students an insight into the world of work and sensitizes them to the requirements of the respective careers.</p> <p>The basic knowledge gained in this module is a prerequisite for attending advanced courses that deal with the learned basics in depth.</p>
Form of Examination for Module	Written exam (90 minutes) or oral exam (30 minutes)
Form of Evaluation:	The module is graded.
Prerequisite for Receiving ECTS Points	ECTS points are awarded upon passing the examination for the module (or the assigned compulsory form of examination and, if applicable, the compulsory elective parts).
Module Coordinator	Prof. Dr. Diana Rieger
Language of Instruction	German or English
Other Information	N.A.

Module: P 5 Methodology II

Degree Program

Bachelor of Arts (B.A.) in Communication Studies

Module Components

Mode of Instruction	Course Title (Obligatory)	Term	Attendance Time	Self-Study Time	ECTS
Lecture	P 5.1 Introduction to Statistics	SoSe	30 h (2 SWS)	60 h	(3)
Seminar	P 5.2 Data Analysis	SoSe	30 h (2 SWS)	60 h	(3)

A total of 6 ECTS points must be earned for this module. The attendance time totals 4 hours per week. Including self-study time, this module requires approximately 180 hours over the course of one semester.

Type of Module

Obligatory module with mandatory courses.

Module's Applicability to Other Study Programs

This module is compulsory for the bachelor's degree in communication studies (180 ECTS). It is also a compulsory module for the minor in communication studies for bachelor courses (60 ECTS).

Regulations for Electives

None

Prerequisites for Attendance

None

Attendance Schedule

2nd semester (recommended)

Duration

The module extends over the period of 1 semester.

Contents

The compulsory module P 5 Methodology II introduces statistical procedures and computer-aided data analysis.

This module consists of a lecture and a seminar:

P 5.1 Introduction to Statistics

The contents of this course focus on introducing and transmitting basic knowledge on the use of statistics for empirical social research.

P 5.2 Data Analysis

This seminar imparts basic knowledge on conducting data analysis and data management using statistical software that is suitable for the field of empirical communication research. Descriptive and inductive statistics are dealt with and practiced on the basis of concrete questions and specific data sets.

Qualification Objectives

After completing the module, students have the ability to use statistical analysis and evaluation methods independently as well as to deal with and evaluate statistical data. They are taught the basics of electronic data processing and evaluation; which students can apply to specific research questions.

The basic knowledge gained in this module is a prerequisite for attending advanced courses that deal with the learned basics in depth.

Form of Examination for Module	Written exam (90 minutes) or oral exam (30 minutes)
Form of Evaluation	The module is graded.
Prerequisite for Receiving ECTS Points	ECTS points are awarded upon passing the examination for the module (or the assigned compulsory form of examination and, if applicable, the compulsory elective parts).
Module Coordinator	Prof. Dr. Thomas Hanitzsch
Language of Instruction	German or English
Other Information	N.A.

Module: WP 1 Practical Experience in Journalism

Degree Program Bachelor of Arts (B.A.) in Communication Studies

Module Components

Mode of Instruction	Course Title (Obligatory)	Term	Attendance Time	Self-Study Time	ECTS
Seminar	WP 1.1 Journalism in Practice	WiSe and SoSe	30 h (2 SWS)	60 h	(3)

A total of 3 ECTS points must be earned for this module. The attendance time totals 2 hours per week. Including self-study time, this module requires approximately 90 hours over the course of one semester.

Type of Module	Obligatory elective module with mandatory courses.
Module's Applicability to Other Study Programs	This module is a compulsory elective for the bachelor's degree in communication studies (180 ECTS). It is also a compulsory elective module for the minor in communication studies for bachelor programs (60 ECTS).
Regulations for Electives	This module can be selected in accordance with the following rules: A total of three electives must be selected from the WP 1 to WP 5 elective modules. Students should select two elective modules to take in the 2 nd semester and one in the 3 rd semester.
Prerequisites for Attendance	None
Attendance Schedule	2 nd semester (recommended)
Duration	The module extends over the period of 1 semester.
Contents	<p>In the compulsory elective modules WP 1 to WP 5, students gain insights into the everyday work of the typical media professions that are available to them after graduation. In this way, the compulsory elective modules serve explicitly as career orientation. In each of the five compulsory elective modules WP 1 to WP 5, practical skills are taught and practiced.</p> <p>The elective module WP 1 focuses on journalism in seminar WP 1.1. From an undefined number of seminars with different focal points, students select a seminar with a special focus and gain experience in journalistic practices (seminar content can be, for example, different forms of presentation or a specific medium, such as producing a radio program). The focus is on learning work techniques and workflows. This can also be done by way of example, for instance, by experiencing a certain field of work in journalism (television, radio) or a department directly.</p>
Qualification Objectives	The compulsory elective module WP 1 pursues the qualification goal of becoming familiar with the practices of communication professions and using this knowledge to reflect on and critically question them. In addition, students are

given the opportunity to collect impressions from various journalistic fields and to accompany the entire manufacturing process of a media product.

Form of Examination for Module	Written exercise (approx. 15.000 characters with spaces)
Form of Evaluation	The module is graded.
Prerequisite for Receiving ECTS Points	ECTS points are awarded upon passing the examination for the module (or the assigned compulsory form of examination and, if applicable, the compulsory elective parts).
Module Coordinator	Prof. Dr. Carsten Reinemann
Language of Instruction	German or English
Other Information	N.A.

Module: WP 2 Practical Experience in Public Relations

Degree Program Bachelor of Arts (B.A.) in Communication Studies

Module Components

Mode of Instruction	Course Title (Obligatory)	Term	Attendance Time	Self-Study Time	ECTS
Seminar	WP 2.1 Public Relations in Practice	WiSe and SoSe	30 h (2 SWS)	60 h	(3)

A total of 3 ECTS points must be earned for this module. The attendance time totals 2 hours per week. Including self-study time, this module requires approximately 90 hours over the course of one semester.

Type of Module Obligatory elective module with mandatory courses.

Module's Applicability to Other Study Programs This module is a compulsory elective for the bachelor's degree in communication studies (180 ECTS). It is also a compulsory elective module for the minor in communication studies for bachelor programs (60 ECTS).

Regulations for Electives This module can be selected in accordance with the following rules: A total of three electives must be selected from the WP 1 to WP 5 elective modules. Students should select two elective modules to take in the 2nd semester and one in the 3rd semester.

Prerequisites for Attendance None

Attendance Schedule 2nd semester (recommended)

Duration The module extends over the period of 1 semester.

Contents

In the compulsory elective modules WP 1 to WP 5, students gain insights into the everyday work of the typical media professions that are available to them after graduation. In this way, the compulsory elective modules serve explicitly as career orientation. In each of the five compulsory elective modules WP 1 to WP 5, practical skills are taught and practiced.

The elective module WP 2 focuses on public relations in the seminar WP 2.1. From an undefined number of seminars on different focal points, students choose a seminar with a special focus and, to this end, practice the creation of statements in the context of public relations (seminar content can include, for example, different forms of public relations work or the development of a concrete communication concept for a product). The focus is on learning work techniques and workflows. This can also be done by way of example, for instance by experiencing a specific field of public relations or a PR agency directly.

Qualification Objectives The compulsory elective module WP 2 pursues the qualification goal of becoming familiar with the practices of communication professions and using this knowledge to reflect on

and critically question them. In addition, students should develop an understanding of the requirements and services of the professional field of public relations. Students will have the opportunity to collect impressions from various areas of public relations work.

Form of Examination for Module	Written exercise (approx. 15.000 characters with spaces)
Form of Evaluation	The module is graded.
Prerequisite for Receiving ECTS Points	ECTS points are awarded upon passing the examination for the module (or the assigned compulsory form of examination and, if applicable, the compulsory elective parts).
Module Coordinator	Prof. Dr. Carsten Reinemann
Language of Instruction	German or English
Other Information	N.A.

Module: WP 3 Practical Experience in Advertising

Degree Program Bachelor of Arts (B.A.) in Communication Studies

Module Components

Mode of Instruction	Course Title (Obligatory)	Term	Attendance Time	Self-Study Time	ECTS
Seminar	P 3.1 Advertising in Practice	WiSe and SoSe	30 h (2 SWS)	60 h	(3)

A total of 3 ECTS points must be earned for this module. The attendance time totals 2 hours per week. Including self-study time, this module requires approximately 90 hours over the course of one semester.

Type of Module Obligatory elective module with mandatory courses.

Module's Applicability to Other Study Programs This module is a compulsory elective for the bachelor's degree in communication studies (180 ECTS). It is also a compulsory elective module for the minor in communication studies for bachelor programs (60 ECTS).

Regulations for Electives This module can be selected in accordance with the following rules: A total of three electives must be selected from the WP 1 to WP 5 elective modules. Students should select two elective modules to take in the 2nd semester and one in the 3rd semester.

Prerequisites for Attendance None

Attendance Schedule 2nd semester (recommended)

Duration The module extends over the period of 1 semester.

Contents In the compulsory elective modules WP 1 to WP 5, students gain insights into the everyday work of the typical media professions that are available to them after graduation. In this way, the compulsory elective modules serve explicitly as career orientation. In each of the five compulsory elective modules WP 1 to WP 5, practical skills are taught and practiced.

The elective module WP 3 focuses on advertising in the seminar WP 3.1. From an undefined number of seminars with different focal points, students choose a seminar with a special focus and, to this end, practice the creation of statements in the context of advertising and thus the basics of persuasive communication (seminar content can include, for example, different forms of advertising or the development of an advertising concept for a product). The focus is on learning work techniques and workflows. This can also be done by way of example, for instance by experiencing a specific field of advertising or an advertising agency directly.

Qualification Objectives The compulsory elective module WP 3 pursues the qualification goal of becoming familiar with the practices of communication professions and using this knowledge to reflect on

and critically question them. In addition, students should develop an understanding of the requirements and services of the professional field of advertising. Students will have the opportunity to collect impressions from various areas of advertising work.

Form of Examination for Module	Written exercise (approx. 15.000 characters with spaces)
Form of Evaluation	The module is graded.
Prerequisite for Receiving ECTS Points	ECTS points are awarded upon passing the examination for the module (or the assigned compulsory form of examination and, if applicable, the compulsory elective parts).
Module Coordinator	Prof. Dr. Carsten Reinemann
Language of Instruction	German or English
Other Information	N.A.

Module: P 6 Methods of Media Content Research

Degree Program Bachelor of Arts (B.A.) in Communication Studies

Module Components

Mode of Instruction	Course Title (Obligatory)	Term	Attendance Time	Self-Study Time	ECTS
Seminar	P 6.1 Media Content Research	WiSe	30 h (2 SWS)	60 h	(3)
Seminar	P 6.2 Applied Empirical Methods in Media Content Research	WiSe	30 h (2 SWS)	60 h	(3)

A total of 6 ECTS points must be earned for this module. The attendance time totals 4 hours per week. Including self-study time, this module requires approximately 180 hours over the course of one semester.

Type of Module	Obligatory module with mandatory courses.
Module's Applicability to Other Study Programs	This module is compulsory for the bachelor's degree in communication studies (180 ECTS). It is also compulsory module for the minor in communication studies for bachelor programs (60 ECTS).
Regulations for Electives	None
Prerequisites for Attendance	None
Attendance Schedule	3 rd semester (recommended)
Duration	The module extends over the period of 1 semester.
Contents	<p>The compulsory module P 6 Methods of Media Content Research introduces quantitative and qualitative media content research and its empirical application.</p> <p>The compulsory module P 6 Methods of Media Content Research consists of two seminars:</p>

P 6.1 Media Content Research

This seminar provides a basic understanding of the approach to communication studies issues and gives an overview of the communication studies research process in media content research.

The seminar's main focus is on teaching the methods of media content research. The seminar is not restricted to a quantitative or qualitative approach. The selection of the most appropriate methodological approach depends on the research question. In this seminar, students work together with the lecturer to develop a research question which will be examined based on the current state of research for the selected topic.

P 6.2 Applied Empirical Methods in Media Content Research

The focus of seminar 6.2 is the practical implementation of a chosen research method and serves thus as an exercise of the chosen method (for example, quantitative or qualitative content analysis). The aim of this participation-oriented seminar is for students to design, implement and evaluate a research project together.

Qualification Objectives	Upon successful completion of the compulsory module P 6, participants should be able to critically assess the appropriateness of a primary method of media content research for issues in communication studies and be able to apply it based on what they have learned. The participants develop the ability to independently use a method of media content research for a research project. Networked thinking and transferable skills are developed as key qualifications in independently developing research ideas. Organizational skills and the ability to work independently are promoted in this compulsory module.
Form of Examination for Module	Presentation (20 minutes) and research report (approx. 30.000 characters with spaces)
Form of Evaluation	The module is graded.
Prerequisite for Receiving ECTS Points	ECTS points are awarded upon passing the examination for the module (or the assigned compulsory form of examination and, if applicable, the compulsory elective parts).
Module Coordinator	Prof. Dr. Carsten Reinemann
Language of Instruction	German or English
Other Information	N.A.

Module: P 7 Methods of Communicator and Recipient Research

Degree Program Bachelor of Arts (B.A.) in Communication Studies

Module Components

Mode of Instruction	Course Title (Obligatory)	Term	Attendance Time	Self-Study Time	ECTS
Seminar	P 7.1 Communicator and Recipient Research	WiSe	30 h (2 SWS)	60 h	(3)
Seminar	P 7.2 Applied Empirical Methods in Communicator and Recipient Research	WiSe	30 h (2 SWS)	60 h	(3)

A total of 6 ECTS points must be earned for this module. The attendance time totals 4 hours per week. Including self-study time, this module requires approximately 180 hours over the course of one semester.

Type of Module Obligatory module with mandatory courses.

Module's Applicability to Other Study Programs This module is compulsory for the bachelor's degree in communication studies (180 ECTS). It is also compulsory module for the minor in communication studies for bachelor programs (60 ECTS).

Regulations for Electives None

Prerequisites for Attendance None

Attendance Schedule 3rd semester (recommended)

Duration The module extends over the period of 1 semester.

Contents The compulsory module P 7 Methods of Communicator and Recipient Research introduces the quantitative and qualitative-oriented communicator and recipient research methodologies as well as their empirical application.

The compulsory module P 7 Methods of Communicator and Recipient Research consists of two seminars:

P 7.1 Communicator and Recipient Research

The seminar provides a basic understanding of the approach to communication studies issues and provides an overview of the process of conducting research in the sub-field of communicator and recipient research in communication studies.

The seminar's main focus is on teaching the methods of communicator and recipient research. The seminar is not restricted to a quantitative or qualitative approach. The selection of the most appropriate methodological approach (also) depends on the research question. In this seminar, students

work together with the lecturer to develop a research question that will be examined based on the selected topic's current state of research.

P 7.2 Applied Empirical Methods in Communicator and Recipient Research

This seminar's focus is the practical implementation of a chosen research method and serves thus as an exercise of the chosen method (for example, quantitative or qualitative observation or interviews). The aim of this participation-oriented seminar is for students to design, implement and evaluate a research project together.

Qualification Objectives	A upon successful completion of the compulsory module P 6, students should be able to critically assess the appropriateness of a primary method of communicator and recipient research for communication studies issues and be able to apply it based on what they have learned. The participants develop the ability to independently use a method of communicator and recipient research for a research project. Networked thinking and transferable skills are developed as key qualifications in independently developing research ideas. Organizational skills and the ability to work independently are promoted in this compulsory module.
Form of Examination for Module	Presentation (20 minutes) and research report (approx. 30.000 characters with spaces)
Form of Evaluation	The module is graded.
Prerequisite for Receiving ECTS Points	ECTS points are awarded upon passing the examination for the module (or the assigned compulsory form of examination and, if applicable, the compulsory elective parts).
Module Coordinator	Prof. Dr. Carsten Reinemann
Language of Instruction	German or English
Other Information	N.A.

Module: WP 4 Practical Experience in Media and Market Research

Degree Program Bachelor of Arts (B.A.) in Communication Studies

Module Components

Mode of Instruction	Course Title (Obligatory)	Term	Attendance Time	Self-Study Time	ECTS
Seminar	WP 4.1 Media and Market Research in Practice	WiSe and SoSe	30 h (2 SWS)	60 h	(3)

A total of 3 ECTS points must be earned for this module. The attendance time totals 2 hours per week. Including self-study time, this module requires approximately 90 hours over the course of one semester.

Type of Module Obligatory elective module with mandatory courses.

Module's Applicability to Other Study Programs This module is a compulsory elective for the bachelor's degree in communication studies (180 ECTS). It is also a compulsory elective module for the minor in communication studies for bachelor programs (60 ECTS).

Regulations for Electives This module can be selected in accordance with the following rules: A total of three electives must be selected from the WP 1 to WP 5 elective modules. Students should select two elective modules to take in the 2nd semester and one in the 3rd semester.

Prerequisites for Attendance None

Attendance Schedule 3rd semester (recommended)

Duration The module extends over the period of 1 semester.

Contents In the compulsory elective modules WP 1 to WP 5, students gain insights into the everyday work of the typical media professions that are available to them after graduation. In this way, the compulsory elective modules serve explicitly for career orientation. In each of the five compulsory elective modules WP 1 to WP 5, practical skills are taught and practiced.

The compulsory elective module WP 4 focuses on media and market research in the seminar WP 4.1. From an undefined number of seminars with different focal points, students choose a seminar with a special focus and zoom in on a specific sub-area of media and market research (seminar content can include, for example, different fields of application of media and market research or the development and implementation of a specific media and market research project). The focus is on learning work techniques and workflows. This can also be done by way of example, for instance by experiencing a specific field of work that is centered around media and market research.

Qualification Objectives

The compulsory elective module WP 4 pursues the qualification goal of becoming familiar with the practices of communication professions and using this knowledge to reflect on and critically question them. In addition, students should develop an understanding of the requirements and services of the professional field of media and market research. Students will have the opportunity to collect impressions from various areas of media and market research.

Form of Examination for Module

Written exercise (approx. 15.000 characters with spaces)

Form of Evaluation

The module is graded.

Prerequisite for Receiving ECTS Points

ECTS points are awarded upon passing the examination for the module (or the assigned compulsory form of examination and, if applicable, the compulsory elective parts).

Module Coordinator

Prof. Dr. Carsten Reinemann

Language of Instruction

German or English

Other Information

N.A.

Module: WP 5 Practical Experience in Digital Media

Degree Program Bachelor of Arts (B.A.) in Communication Studies

Module Components

Mode of Instruction	Course Title (Obligatory)	Term	Attendance Time	Self-Study Time	ECTS
Seminar	WP 5.1 Digital Media in Practice	WiSe and SoSe	30 h (2 SWS)	60 h	(3)

A total of 3 ECTS points must be earned for this module. The attendance time totals 2 hours per week. Including self-study time, this module requires approximately 90 hours over the course of one semester.

Type of Module Obligatory elective module with mandatory courses.

Module's Applicability to Other Study Programs This module is a compulsory elective for the bachelor's degree in communication studies (180 ECTS). It is also a compulsory elective module for the minor in communication studies for bachelor programs (60 ECTS).

Regulations for Electives This module can be selected in accordance with the following rules: A total of three electives must be selected from the WP 1 to WP 5 elective modules. Students should select two elective modules to take in the 2nd semester and one in the 3rd semester.

Prerequisites for Attendance None

Attendance Schedule 3rd semester (recommended)

Duration The module extends over the period of 1 semester.

Contents In the compulsory elective modules WP 1 to WP 5, students gain insights into the everyday work of the typical media professions that are available to them after graduation. In this way, the compulsory elective modules serve explicitly as career orientation. In each of the five compulsory elective modules WP 1 to WP 5, practical skills are taught and practiced.

The compulsory elective module WP 5 focuses on digital media in the seminar WP 5.1. From an undefined number of seminars with different focal points, students choose a seminar with a special focus and zoom in on a specific sub-area of digital media (seminar content can, for example, include different tasks and areas of application for digital media). The focus is on learning work techniques and workflows. This can also be done by way of example, for instance by experiencing a specific field of work that centers on digital media.

Qualification Objectives The compulsory elective module WP 5 pursues the qualification goal of becoming familiar with the practices of communication professions and using this knowledge to reflect on

and critically question them. In addition, students should develop an understanding of the requirements and services of the professional field of digital media. Students will have the opportunity to collect impressions from various areas of work in digital media.

Form of Examination for Module	Written exercise (approx. 15.000 characters with spaces)
Form of Evaluation	The module is graded.
Prerequisite for Receiving ECTS Points	ECTS points are awarded upon passing the examination for the module (or the assigned compulsory form of examination and, if applicable, the compulsory elective parts).
Module Coordinator	Prof. Dr. Carsten Reinemann
Language of Instruction	German or English
Other Information:	N.A.

Module: WP 6 Journalism Research

Degree Program Bachelor of Arts (B.A.) in Communication Studies

Module Components

Mode of Instruction	Course Title (Obligatory)	Term	Attendance Time	Self-Study Time	ECTS
Lecture	WP 6.1 Journalism Research	WiSe	30 h (2 SWS)	60 h	(3)

A total of 3 ECTS points must be earned for this module. The attendance time totals 2 hours per week. Including self-study time, this module requires approximately 90 hours over the course of one semester.

Type of Module Obligatory elective module with mandatory courses.

Module's Applicability to Other Study Programs This module is a compulsory elective for the bachelor's degree in communication studies (180 ECTS). It is also a compulsory elective module for the minor in communication studies for bachelor programs (60 ECTS).

Regulations for Electives This module can be selected in accordance with the following rules: A total of five electives must be selected from the WP 6 to WP 15 elective modules. Students should select one elective module to take in the 3rd semester and two in the 4th and 5th semester.

Prerequisites for Attendance None

Attendance Schedule 3rd semester (recommended)

Duration The module extends over the period of 1 semester.

Contents In the compulsory elective modules WP 6 to WP 15, students gain insights into various research fields that are central to communication studies. These fields reflect the broadness of the subject. Students select their specialization from the relevant lectures according to their interests.

The compulsory elective module WP 6 focuses on journalism research in the lecture WP 6.1. The lecture thematizes the sub-discipline of communication studies that deals with journalism and the application of social science methods. It describes journalism and its modes of operation, collects knowledge about journalism and offers suggestions for the practice of journalism. The current state of journalism research provides the basis of the lecture.

Qualification Objectives In the elective module WP 6, students learn about the findings of journalism research in the context of communication studies and the application of this information. This enables students to scientifically reflect upon and critically question communication professions.

Through the compulsory elective regulations, students also learn to independently make decisions on the course of their

studies and its focus, which on the one hand should correspond to their study interests and on the other hand require them to act independently.

Form of Examination for Module	Written exam (60 minutes) or oral exam (20 minutes)
Form of Evaluation	The module is graded.
Prerequisite for Receiving ECTS Points	ECTS points are awarded upon passing the examination for the module (or the assigned compulsory form of examination and, if applicable, the compulsory elective parts).
Module Coordinator	Prof. Dr. Thomas Hanitzsch
Language of Instruction	German or English
Other Information	N.A.

Module: WP 7 Media Impact Research

Degree Program Bachelor of Arts (B.A.) in Communication Studies

Module Components

Mode of Instruction	Course Title (Obligatory)	Term	Attendance Time	Self-Study Time	ECTS
Lecture	WP 7.1 Media Impact Research	WiSe	30 h (2 SWS)	60 h	(3)

A total of 3 ECTS points must be earned for this module. The attendance time totals 2 hours per week. Including self-study time, this module requires approximately 90 hours over the course of one semester.

Type of Module Obligatory elective module with mandatory courses.

Module's Applicability to Other Study Programs This module is a compulsory elective for the bachelor's degree in communication studies (180 ECTS). It is also a compulsory elective module for the minor in communication studies for bachelor programs (60 ECTS).

Regulations for Electives This module can be selected in accordance with the following rules: A total of five electives must be selected from the WP 6 to WP 15 elective modules. Students should select one elective to take in the 3rd semester and two to take in the 4th and 5th semester.

Prerequisites for Attendance None

Attendance Schedule 3rd semester (recommended)

Duration The module extends over the period of 1 semester.

Contents In the compulsory elective modules WP 6 to WP 15, students gain insights into various research fields that are central to communication studies. These fields reflect the broadness of the subject. Students select their specialization from the relevant lectures according to their interests.

The compulsory elective module WP 7 focuses on media impact research in the lecture WP 7.1.

The lecture introduces key theories in the research field. The focus is not on whether media has an impact, but rather on what impact it has and to which degree under certain conditions. The research subjects of media impact research and the various intervening variables that can influence the impact process are presented in the lecture.

The current state of media impact research provides the basis for this lecture.

Qualification Objectives In the compulsory elective module WP 7, students become familiar with the findings of media impact research in the context of communication studies as well as the potential and limits of different perspectives of media impact re-

search. This enables them to scientifically reflect on the effects of mass media to critically question them and to develop an appropriate awareness of the problem.

Through the compulsory elective regulations, students also learn to independently make decisions on the course of their studies and its focus, which on the one hand should correspond to their study interests and on the other hand require them to act independently.

Form of Examination for Module	Written exam (60 minutes) or oral exam (20 minutes)
Form of Evaluation	The module is graded.
Prerequisite for Receiving ECTS Points	ECTS points are awarded upon passing the examination for the module (or the assigned compulsory form of examination and, if applicable, the compulsory elective parts).
Module Coordinator	Prof. Dr. Constanze Rossmann
Language of Instruction	German or English
Other Information	N.A.

Module: WP 8 Changes in Media Research

Degree Program Bachelor of Arts (B.A.) in Communication Studies

Module Components

Mode of Instruction	Course Title (Obligatory)	Term	Attendance Time	Self-Study Time	ECTS
Lecture	WP 8.1 Changes in Media	WiSe	30 h (2 SWS)	60 h	(3)

A total of 3 ECTS points must be earned for this module. The attendance time totals 2 hours per week. Including self-study time, this module requires approximately 90 hours over the course of one semester.

Type of Module Obligatory elective module with mandatory courses.

Module's Applicability to Other Study Programs This module is a compulsory elective for the bachelor's degree in communication studies (180 ECTS). It is also a compulsory elective module for the minor in communication studies for bachelor programs (60 ECTS).

Regulations for Electives This module can be selected in accordance with the following rules: A total of five electives must be selected from the WP 6 to WP 15 elective modules. Students should select one elective to take in the 3rd semester and two to take in the 4th and 5th semester.

Prerequisites for Attendance None

Attendance Schedule 3rd semester (recommended)

Duration The module extends over the period of 1 semester.

Contents In the compulsory elective modules WP 6 to WP 15, students gain insights into various research fields that are central to communication studies. These fields reflect the broadness of the subject. Students select their specialization from the relevant lectures according to their interests.

The compulsory elective module WP 8 focuses on changes in media in the lecture WP 8.1. The lecture introduces the most important theories and models on changes in media. Both the general conditions and the consequences of changes in media are considered. Selected questions such as the relationship between old and new media, as well as the diffusion and appropriation of new types of media are dealt with in depth. A major part of the lecture is also devoted to the current changes in media.

The current state of research on changes in media provides the basis for this lecture.

Qualification Objectives In the compulsory elective module WP 8, students become familiar with the research findings of changes in media in the context of communication studies. After attending lecture P 8.1, students are familiar with the important research findings on changes in media. Students are able to critically

assess these findings and are able to connect them to empirical research.

Through the compulsory elective regulations, students also learn to independently make decisions on the course of their studies and its focus, which on the one hand should correspond to their study interests and on the other hand require them to act independently.

Form of Examination for Module	Written exam (60 minutes) or oral exam (20 minutes)
Form of Evaluation	The module is graded.
Prerequisite for Receiving ECTS Points	ECTS points are awarded upon passing the examination for the module (or the assigned compulsory form of examination and, if applicable, the compulsory elective parts).
Module Coordinator	Dr. Claudia Riesmeyer
Language of Instruction	German or English
Other Information	N.A.

Module: P 8 Empirical Research Project

Degree Program Bachelor of Arts (B.A.) in Communication Studies

Module Components

Mode of Instruction	Course Title (Obligatory)	Term	Attendance Time	Self-Study Time	ECTS
Advanced Seminar	P 8.1 Theories and Models of Empirical Research	SoSe	30 h (2 SWS)	240 h	(9)
Seminar	P 8.2 Methods of Empirical Research	SoSe	30 h (2 SWS)	60 h	(3)

A total of 12 ECTS points must be earned for this module. The attendance time totals 4 hours per week. Including self-study time, this module requires approximately 360 hours over the course of one semester.

Type of Module	Obligatory module with mandatory courses.
Module's Applicability to Other Study Programs	This module is compulsory for the bachelor's degree in communication studies (180 ECTS) and is only offered in this form for this degree.
Regulations for Electives	None
Prerequisites for Attendance	None
Attendance Schedule	4 th semester (recommended)
Duration	The module extends over the period of 1 semester.
Contents	<p>The compulsory module P 8 Empirical Research Project focuses on a specific research project that the students develop together with the lecturer on a predetermined topic (for example, this can be part of media content, or communicator or recipient research). Students will gain insights into the state of research and the theoretical framework in the context of an empirical question and will apply these insights directly to their own research project. The theoretical classification of the compulsory module takes place in the advanced seminar, while the empirical implementation occurs in the seminar. The advanced seminar and the seminar form one thematic unit.</p> <p>The compulsory module P 8 Empirical Research Project consists of a seminar and an advanced seminar:</p>

P 8.1 Theories and Models of Empirical Research

In the advanced seminar P 8.1, students work on a specific research question from a subject area. Different subject areas can come to the fore. In the advanced seminar, students work with the lecturer on a research question and its theoretical and methodological research background. In dealing

with the state of research, they create the basis for the empirical research project that is carried out as part of the compulsory module P 8.

P 8.2 Methods of Empirical Research

How to implement empirical findings into a research project is the focus of seminar P 8.2. The aim is for students to jointly design, implement and evaluate a research project in the participation-oriented seminar.

Qualification Objectives	<p>Students have achieved the qualification goal of compulsory module P 8 when they have successfully designed, carried out, evaluated and presented their own empirical research project.</p> <p>The compulsory module is designed to prompt students to work independently. Over the course of working on their own research ideas, students develop the key qualifications of networked thinking and transferable skills. The development and application of organizational skills in particular are promoted in this compulsory module.</p>
Form of Examination for Module	Research paper or research report (approx. 35.000 characters with spaces) and a presentation (20 minutes)
Form of Evaluation	The module is graded.
Prerequisite for Receiving ECTS Points	ECTS points are awarded upon passing the examination for the module (or the assigned compulsory form of examination and, if applicable, the compulsory elective parts).
Module Coordinator	Prof. Dr. Carsten Reinemann
Language of Instruction	German or English
Other Information	N.A.

Module: WP 9 Political Communication Research

Degree Program Bachelor of Arts (B.A.) in Communication Studies

Module Components

Mode of Instruction	Course Title (Obligatory)	Term	Attendance Time	Self-Study Time	ECTS
Lecture	WP 9.1 Political Communication	SoSe	30 h (2 SWS)	60 h	(3)

A total of 3 ECTS points must be earned for this module. The attendance time totals 2 hours per week. Including self-study time, this module requires approximately 90 hours over the course of one semester.

Type of Module Obligatory elective module with mandatory courses.

Module's Applicability to Other Study Programs This module is a compulsory elective for the bachelor's degree in communication studies (180 ECTS). It is also a compulsory elective module for the minor in communication studies for bachelor programs (60 ECTS).

Regulations for Electives This module can be selected in accordance with the following rules: A total of five electives must be selected from the WP 6 to WP 15 elective modules. Students should select one elective to take in the 3rd semester and two in the 4th and 5th semester.

Prerequisites for Attendance None

Attendance Schedule 4th semester (recommended)

Duration The module extends over the period of 1 semester.

Contents In the compulsory elective modules WP 6 to WP 15, students gain insights into various research fields that are central to communication studies. These fields reflect the broadness of the subject. Students select their specialization from the relevant lectures according to their interests.

The compulsory elective module WP 9 focuses on political communication research in the lecture WP 9.1. The lecture introduces key theories in the field of research. The lecture focuses on the relationships between mass media and the political system and questions the change processes taking place there: who influences whom and what effects does this relationship have on the public?

The current state of political communication research provides the basis for this lecture.

Qualification Objectives In the elective module WP 9, students learn about the findings of political communication research in the context of communication studies. On the basis of selected problem areas, students should be able to name the relevant actors in media policy and political communication and be able to

identify their objectives and analyze their strategies. Building on this, students should be able to critically reconstruct the decision-making processes as well as the options and barriers to action in communication policy and political communication.

Through the compulsory elective regulations, students also learn to independently make decisions on the course of their studies and its focus, which on the one hand should correspond to their study interests and on the other hand require them to act independently.

Form of Examination for Module	Written exam (60 minutes) or oral exam (20 minutes)
Form of Evaluation	The module is graded.
Prerequisite for Receiving ECTS Points	ECTS points are awarded upon passing the examination for the module (or the assigned compulsory form of examination and, if applicable, the compulsory elective parts).
Module Coordinator	Prof. Dr. Carsten Reinemann
Language of Instruction	German or English
Other Information	N.A.

Module: WP 10 Theories and Theory History Research

Degree Program	Bachelor of Arts (B.A.) in Communication Studies				
Module Components					
Mode of Instruction	Course Title (Obligatory)	Term	Attendance Time	Self-Study Time	ECTS
Lecture	WP 10.1 Theories and Theory History	SoSe	30 h (2 SWS)	60 h	(3)
<p>A total of 3 ECTS points must be earned for this module. The attendance time totals 2 hours per week. Including self-study time, this module requires approximately 90 hours over the course of one semester.</p>					
Type of Module	Obligatory elective module with mandatory courses.				
Module's Applicability to Other Study Programs	This module is a compulsory elective for the bachelor's degree in communication studies (180 ECTS). It is also a compulsory elective module for the minor in communication studies for bachelor programs (60 ECTS).				
Regulations for Electives	This module can be selected in accordance with the following rules: A total of five electives must be selected from the WP 6 to WP 15 elective modules. Students should select one elective to take in the 3 rd semester and two in the 4 th and 5 th semester.				
Prerequisites for Attendance	None				
Attendance Schedule	4 th semester (recommended)				
Duration	The module extends over the period of 1 semester.				
Contents	<p>In the compulsory elective modules WP 6 to WP 15, students gain insights into various research fields that are central to communication studies. These fields reflect the broadness of the subject. Students select their specialization from the relevant lectures according to their interests.</p> <p>The compulsory elective module WP 10 focuses on theories and theory history research in the lecture WP 10.1. The lecture imparts knowledge about the history of theory and the subject as a whole. It is demonstrated that the theoretical ideas of public communication depend both on social development and on the development of the media system and the institutionalization of an academic discipline that deals with public communication</p> <p>The current state of research on the subject of theories and theory history provides the basis for this lecture.</p>				
Qualification Objectives	In the compulsory elective module WP 10, students learn about the research findings on theories and theory history in communication studies. Students will be able to systematically locate and analyze theoretical work from communication studies using the knowledge gained from the lecture.				

Through the compulsory elective regulations, students also learn to independently make decisions on the course of their studies and its focus, which on the one hand should correspond to their study interests and on the other hand require them to act independently.

Form of Examination for Module	Written exam (60 minutes) or oral exam (20 minutes)
Form of Evaluation	The module is graded.
Prerequisite for Receiving ECTS Points	ECTS points are awarded upon passing the examination for the module (or the assigned compulsory form of examination and, if applicable, the compulsory elective parts).
Module Coordinator	Prof. Dr. Michael Meyen
Language of Instruction	German or English
Other Information	N.A.

Module: WP 11 Media Economics Research

Degree Program Bachelor of Arts (B.A.) in Communication Studies

Module Components

Mode of Instruction	Course Title (Obligatory)	Term	Attendance Time	Self-Study Time	ECTS
Lecture	WP 11.1 Media Economics	SoSe	30 h (2 SWS)	60 h	(3)

A total of 3 ECTS points must be earned for this module. The attendance time totals 2 hours per week. Including self-study time, this module requires approximately 90 hours over the course of one semester.

Type of Module Obligatory elective module with mandatory courses.

Module's Applicability to Other Study Programs This module is a compulsory elective for the bachelor's degree in communication studies (180 ECTS). It is also a compulsory elective module for the minor in communication studies for bachelor programs (60 ECTS).

Regulations for Electives This module can be selected in accordance with the following rules: A total of five electives must be selected from the WP 6 to WP 15 elective modules. Students should select one elective to take in the 3rd semester and two in the 4th and 5th semester.

Prerequisites for Attendance None

Attendance Schedule 4th semester (recommended)

Duration The module extends over the period of 1 semester.

Contents In the compulsory elective modules WP 6 to WP 15, students gain insights into various research fields that are central to communication studies. These fields reflect the broadness of the subject. Students select their specialization from the relevant lectures according to their interests.

The compulsory elective module WP 11 focuses on media economics research in the lecture WP 11.1. The lecture provides a general overview of the most important fundamentals of media economics and their central topics. In addition to introducing a few basic economic terms, the main focus is on the classification of media economics within communication studies, the economic features of mass media and their benefits to the advertising and consumer markets, the connections between these two business markets, the financing of media (in particular financing through advertising), and the competition in media markets and in various forms of media concentration.

The current state of media economics research provides the basis for this lecture.

Qualification Objectives In the compulsory elective module WP 11, students become familiar with the findings of media economics research in

the context of communication studies. Students learn to systematically view what is happening in the sphere of media “through the lens of an economist” in order to have a better overall understanding of events. Students will also be equipped to compare and connect the economic perspective with other topics and perspectives within communication studies. In this way, students also develop, for example, the ability to understand conflicts between the economic and journalistic perspective, more specifically between journalism and media management.

Through the compulsory elective regulations, students also learn to independently make decisions on the course of their studies and its focus, which on the one hand should correspond to their study interests and on the other hand require them to act independently.

Form of Examination for Module	Written exam (60 minutes) or oral exam (20 minutes)
Form of Evaluation	The module is graded.
Prerequisite for Receiving ECTS Points	ECTS points are awarded upon passing the examination for the module (or the assigned compulsory form of examination and, if applicable, the compulsory elective parts).
Module Coordinator	Prof. Dr. Wolfram Peiser
Language of Instruction	German or English
Other Information	N.A.

Module: WP 12 Public Relations Research

Degree Program

Bachelor of Arts (B.A.) in Communication Studies

Module Components

Mode of Instruction	Course Title (Obligatory)	Term	Attendance Time	Self-Study Time	ECTS
Lecture	WP 12.1 Public Relations	SoSe	30 h (2 SWS)	60 h	(3)

A total of 3 ECTS points must be earned for this module. The attendance time totals 2 hours per week. Including self-study time, this module requires approximately 90 hours over the course of one semester.

Type of Module

Obligatory elective module with mandatory courses.

Module's Applicability to Other Study Programs

This module is a compulsory elective for the bachelor's degree in communication studies (180 ECTS). It is also a compulsory elective module for the minor in communication studies for bachelor programs (60 ECTS).

Regulations for Electives

This module can be selected in accordance with the following rules: A total of five electives must be selected from the WP 6 to WP 15 elective modules. Students should select one elective to take in the 3rd semester and two in the 4th and 5th semester.

Prerequisites for Attendance

None

Attendance Schedule

4th semester (recommended)

Duration

The module extends over the period of 1 semester.

Contents

In the compulsory elective modules WP 6 to WP 15, students gain insights into various research fields that are central to communication studies. These fields reflect the broadness of the subject. Students select their specialization from the relevant lectures according to their interests.

The compulsory elective module WP 12 focuses on public relations research in the lecture WP 12.1. The lecture imparts knowledge about the theoretical fundamentals of public relations (definitions, the differentiation from other forms of persuasive communication, the function of public relations compared to journalism, advertising and marketing, the history of public relations as well as the findings of occupational sociological research) and outlines the tension between public relations and journalism. The latter is problematized using case studies and research findings.

The current state of public relations research provides the basis for this lecture.

Qualification Objectives

In the compulsory elective module WP 12, students become familiar with the research findings of public relations research in the context of communication studies. Students learn to apply theoretical concepts to specific cases and to reflect on scientific knowledge in an application-oriented manner. This enables students to scientifically reflect on and

critically question the practices of communication professions.

Through the compulsory elective regulations, students also learn to independently make decisions on the course of their studies and its focus, which on the one hand should correspond to their study interests and on the other hand require them to act independently.

Form of Examination for Module	Written exam (60 minutes) or oral exam (20 minutes)
Form of Evaluation	The module is graded.
Prerequisite for Receiving ECTS Points	ECTS points are awarded upon passing the examination for the module (or the assigned compulsory form of examination and, if applicable, the compulsory elective parts).
Module Coordinator	Prof. Dr. Romy Fröhlich
Language of Instruction	German or English
Other Information	N.A.

Module: P 9 Current Research Project

Degree Program Bachelor of Arts (B.A.) in Communication Studies

Module Components

Mode of Instruction	Course Title (Obligatory)	Term	Attendance Time	Self-Study Time	ECTS
Advanced Seminar	P 9.1 Current Theories and Models Research	WiSe	30 h (2 SWS)	240 h	(9)
Seminar	P 9.2 Current Research Methods	WiSe	30 h (2 SWS)	60 h	(3)

A total of 12 ECTS points must be earned for this module. The attendance time totals 4 hours per week. Including self-study time, this module requires approximately 360 hours over the course of one semester.

Type of Module Obligatory module with mandatory courses

Module's Applicability to Other Study Programs This module is a compulsory elective for the bachelor's degree in communication studies (180 ECTS). It is also a compulsory elective module for the minor in communication studies for bachelor programs (60 ECTS).

Regulations for Electives None

Prerequisites for Attendance None

Attendance Schedule 5th semester (recommended)

Duration The module extends over the period of 1 semester.

Contents The compulsory module P 9 Current Research Project focuses on a specific research project that students develop together with the lecturer on a predetermined topic (for example, this can be in the context of media content, or communicator or recipient research). The focus is on a current issue or an observation that is being discussed within the field of communication studies. There are no content restrictions for this project in the compulsory module P 9, rather the lecturers can react to current developments together with students and examine these in the research project.

The question should offer insights into the state of research and the theoretical framework and will be applied to the student's own research project. The theoretical classification of the compulsory module takes place in the advanced seminar, while the empirical implementation occurs in the seminar. The advanced seminar and the seminar form one thematic unit.

The compulsory module P 9 Current Research Project consists of a seminar and an advanced seminar:

P 9.1 Current Theories and Models Research

The advanced seminar P 9.1 will deal with a specific research question posed by a current issue. Different topics can come to the fore. In the advanced seminar, students work with lecturers together on a research question and identify the theoretical and methodological research background. In dealing with the state of research, they create the basis for the student's current research project, which is carried out as part of the compulsory module P 9.

P 9.2 Current Research Methods

Seminar P 9.2 focuses on how to implement empirical findings into a research project. The aim is for students to jointly design, implement and evaluate a research project in this participation-oriented seminar. The seminar's design also makes it possible for students to work together with lecturers to test newer methodological approaches and apply them to specific questions.

Qualification Objectives	Students have achieved the qualification goal of the compulsory module P 9 when they have successfully designed, carried out, evaluated and presented their own research project on a current issue. The compulsory module is designed to prompt students to work independently. Over the course of working on their own research ideas, students develop the key qualifications of networked thinking and transferable skills. The development and application of organizational skills in particular are promoted in this compulsory module.
Form of Examination for Module	Research paper or research report (approx. 35.000 characters with spaces) and presentation (20 minutes)
Form of Evaluation	The module is graded.
Prerequisite for Receiving ECTS Points	ECTS points are awarded upon passing the examination for the module (or the assigned compulsory form of examination and, if applicable, the compulsory elective parts).
Module Coordinator	Prof. Dr. Carsten Reinemann
Language of Instruction	German or English
Other Information	N.A.

Module: WP 13 Media Law Research

Degree Program Bachelor of Arts (B.A.) in Communication Studies

Module Components

Mode of Instruction	Course Title (Obligatory)	Term	Attendance Time	Self-Study Time	ECTS
Lecture	WP 13.1 Media Law	WiSe	30 h (2 SWS)	60 h	(3)

A total of 3 ECTS points must be earned for this module. The attendance time totals 2 hours per week. Including self-study time, this module requires approximately 90 hours over the course of one semester.

Type of Module Obligatory elective module with mandatory courses.

Module's Applicability to Other Study Programs This module is compulsory for the bachelor's degree in communication studies (180 ECTS) and is only offered in this form for this degree.

Regulations for Electives This module can be selected in accordance with the following rules: A total of five electives must be selected from the WP 6 to WP 15 elective modules. Students should select one elective to take in the 3rd semester and two in the 4th and 5th semester.

Prerequisites for Attendance None

Attendance Schedule 5th semester (recommended)

Duration The module extends over the period of 1 semester.

Contents In the compulsory elective modules WP 6 to WP 15, students gain insights into various research fields that are central to communication studies. These fields reflect the broadness of the subject. Students select their specialization from the relevant lectures according to their interests.

The compulsory elective module WP 13 focuses on media law in the lecture WP 13.1. The lecture provides an overview of mass media's legal situation in Germany – and gives insights into current problem areas and conflict cases in media law. The relevant basic legal terms are presented and discussed. In addition, students should become familiar with the relevant legal texts and regulations. The acquired knowledge is then deepened through the use of case studies.

The basis of this lecture is therefore a combination of information about the legal foundations and the joint development of case studies.

Qualification Objectives In the compulsory elective module WP 13, students become familiar with the perspectives of communication studies and media law issues. The aim is to sensitize students to current problem areas of media law and to enable them to consider these issues in their professional lives.

Through the compulsory elective regulations, students also learn to independently make decisions on the course of their studies and its focus, which on the one hand should correspond to their study interests and on the other hand require them to act independently.

Form of Examination for Module	Written exam (60 minutes) or oral exam (20 minutes)
Form of Evaluation	The module is graded.
Prerequisite for Receiving ECTS Points	ECTS points are awarded upon passing the examination for the module (or the assigned compulsory form of examination and, if applicable, the compulsory elective parts).
Module Coordinator	Prof. Dr. Carsten Reinemann
Language of Instruction	German or English
Other Information	N.A.

Module: WP 14 History of Communication and Media Research

Degree Program	Bachelor of Arts (B.A.) in Communication Studies				
Module Components					
Mode of Instruction	Course Title (Obligatory)	Term	Attendance Time	Self-Study Time	ECTS
Lecture	WP 14.1 History of Communication and Media	WiSe	30 h (2 SWS)	60 h	(3)
<p>A total of 3 ECTS points must be earned for this module. The attendance time totals 2 hours per week. Including self-study time, this module requires approximately 90 hours over the course of one semester</p>					
Type of Module	Obligatory elective module with mandatory courses.				
Module's Applicability to Other Study Programs	This module is a compulsory elective for the bachelor's degree in communication studies (180 ECTS). It is also a compulsory elective module for the minor in communication studies for bachelor programs (60 ECTS).				
Regulations for Electives	This module can be selected in accordance with the following rules: A total of five electives must be selected from the WP 6 to WP 15 elective modules. Students should select one elective to take in the 3 rd semester and two in the 4 th and 5 th semester.				
Prerequisites for Attendance	None				
Attendance Schedule	5 th semester (recommended)				
Duration	The module extends over the period of 1 semester.				
Contents	<p>In the compulsory elective modules WP 6 to WP 15, students gain insights into various research fields that are central to communication studies. These fields reflect the broadness of the subject. Students select their specialization from the relevant lectures according to their interests.</p> <p>The compulsory elective module WP 14 focuses on communication and media history research in the lecture WP 14.1. The lecture deals with the emergence and development of mass media since the early modern period. Object perspective is the mutual dependence of media development and social change. Which social development processes have produced which forms of public communication, and how has mass media in turn influenced social developments? Special attention is therefore paid to the processes that have favored the implementation of new media services.</p> <p>The current state of history of communication and media research provides the basis for this lecture.</p>				
Qualification Objectives	In the compulsory elective module WP 14, students become familiar with the research findings of history of communication and media research in the context of communication studies. Students should learn how to treat sources critically				

by dealing with historical communication topics and should develop an awareness of the problems in this area of communication studies.

Through the compulsory elective regulations, students also learn to independently make decisions on the course of their studies and its focus, which on the one hand should correspond to their study interests and on the other hand require them to act independently.

Form of Examination for Module	Written exam (60 minutes) or oral exam (20 minutes)
Form of Evaluation	The module is graded.
Prerequisite for Receiving ECTS Points	ECTS points are awarded upon passing the examination for the module (or the assigned compulsory form of examination and, if applicable, the compulsory elective parts).
Module Coordinator	Prof. Dr. Michael Meyen
Language of Instruction	German or English
Other Information	N.A.

Module: WP 15 Current Issues in Communication Studies Research

Degree Program Bachelor of Arts (B.A.) in Communication Studies

Module Components

Mode of Instruction	Course Title (Obligatory)	Term	Attendance Time	Self-Study Time	ECTS
Lecture	WP 15.1 Current Issues in Communication Studies	WiSe or SoSe	30 h (2 SWS)	60 h	(3)

A total of 3 ECTS points must be earned for this module. The attendance time totals 2 hours per week. Including self-study time, this module requires approximately 90 hours over the course of one semester.

Type of Module Obligatory elective module with mandatory courses.

Module's Applicability to Other Study Programs This module is a compulsory elective for the bachelor's degree in communication studies (180 ECTS). It is also a compulsory elective module for the minor in communication studies for bachelor programs (60 ECTS).

Regulations for Electives This module can be selected in accordance with the following rules: A total of five electives must be selected from the WP 6 to WP 15 elective modules. Students should select one elective to take in the 3rd semester and two in the 4th and 5th semester.

Prerequisites for Attendance None

Attendance Schedule 5th semester (recommended)

Duration The module extends over the period of 1 semester.

Contents In the compulsory elective modules WP 6 to WP 15, students gain insights into various research fields that are central to communication studies. These fields reflect the broadness of the subject. Students select their specialization from the relevant lectures according to their interests.

The compulsory elective module WP 15 focuses on current issues in communication studies in the lecture WP 15.1. The lecture's contents are flexibly adapted to current developments in the field, but also in society, which cannot be addressed in any other lecture of the compulsory elective modules WP 6 through WP 15. For example, content could come from the research fields of health communication or mobile communication.

This means that current developments and observations, their theoretical derivation and methodological investigation as well as research findings on the respective subject area are the subjects of the lecture.

Qualification Objectives

In the compulsory elective module WP 15, students become familiar with the research findings of current issues within communication studies. The goal of this qualification is, among other things, to make the flexible adaptation of the course content clear to students. Specifically, students will learn which current issues affect the subject of communication studies and how the subject can help to clarify these. This makes the importance of the subject visible to students. In addition, students are equipped to critically reflect on the basis of theoretical and methodological examinations of current issues.

Through the compulsory elective regulations, students also learn to independently make decisions on the course of their studies and its focus, which on the one hand should correspond to their study interests and on the other hand require them to act independently.

Form of Examination for Module	Written exam (60 minutes) or oral exam (20 minutes)
Form of Evaluation	The module is graded.
Prerequisite for Receiving ECTS Points	ECTS points are awarded upon passing the examination for the module (or the assigned compulsory form of examination and, if applicable, the compulsory elective parts).
Module Coordinator	Prof. Dr. Carsten Reinemann
Language of Instruction	German or English
Other Information	N.A.

Module: P 10 Final Module

Degree Program Bachelor of Arts (B.A.) in Communication Studies

Module Components

Mode of Instruction	Course Title (Obligatory)	Term	Attendance Time	Self-Study Time	ECTS
Bachelor Thesis	P 10.1 Bachelor Thesis	WiSe and SoSe	-	270 h	(9)
Colloquium	P 10.2 Research Colloquium	WiSe and SoSe	30 h (2 SWS)	60 h	(3)
Disputation	P 10.3 Disputation	WiSe and SoSe	-	90 h	(3)

A total of 18 ECTS points must be earned for this module. The attendance time totals 2 hours per week. Including self-study time, this module requires approximately 540 hours over the course of one semester.

Type of Module	Obligatory module with mandatory courses.
Module's Applicability to Other Study Programs	This module is compulsory for the bachelor's degree in communication studies (180 ECTS) and is only offered in this form for this degree.
Regulations for Electives	None
Prerequisites for Attendance	Successful completion of modules P1 through P9
Attendance Schedule	6 th semester (recommended)
Duration	The module extends over the period of 1 semester.
Contents	<p>In the final module of the bachelor's degree in communication studies, students should show that they have mastered the basics of scientific work in their field and can apply these independently to a limited subject.</p> <p>The compulsory module P 10 Final Module consists of three components:</p>

P 10.1 Bachelor Thesis

With this written homework (bachelor thesis), students demonstrate that they can develop their own scientific question, work on it theoretically and methodically, and produce scientific knowledge. The question can be developed from a research project (P 8 or P 9) or from another research context.

Together, the bachelor thesis and the research colloquium form a partial module examination.

P 10.2 Research Colloquium

In the research colloquium, the current bachelor's thesis projects are presented to fellow students and the methodological and theoretical problems thereof are discussed. Conceptions are developed and critically discussed. In the colloquium, students have the opportunity to discuss practical research problems and formal rules for writing their thesis. The repetition of propaedeutic skills and their application to the bachelor thesis are essential components of the colloquium

P 10.3 Disputation

In the disputation, students should demonstrate that they recognize the correlations within the subject of communication studies and are able to categorize special issues into these correlations. The focus is on the student's own bachelor thesis. Students should first briefly present their core findings and important results and then defend them in a technical discussion. Furthermore, students should classify their work in a broader context of the subject. The central evaluation criteria are the students' ability to reflect (networked thinking, organization and transferable skills), their ability to research, condense and structure knowledge and information, as well as their ability to present and communicate. The oral exam is a partial module examination.

Qualification Objectives	The qualification goal of the final module is for students to independently develop a scientific question, to demonstrate a procedure that is theoretically and methodologically appropriate to the question, and thus to generate independent results. Students should also be able to place their bachelor thesis topic in a larger context. An additional purpose of the final module is for students to learn to understand their colleagues' research problems in the research colloquium through the presentation of their own research problems.
Form of Examination for Module	Bachelor thesis (10 weeks, approx. 80.000 characters with spaces) and disputation (30 minutes)
Form of Evaluation	The module is graded.
Prerequisite for Receiving ECTS Points	ECTS points are awarded upon passing the examination for the module (or the assigned compulsory form of examination and, if applicable, the compulsory elective parts).
Module Coordinator	Prof. Dr. Carsten Reinemann
Language of Instruction	German or English
Other Information	N.A.

Module: P 11 Required Internships

Degree Program Bachelor of Arts (B.A.) in Communication Studies

Module Components

Mode of Instruction	Course Title (Obligatory)	Term	Attendance Time	Self-Study Time	ECTS
Internship	P 11.1 Internship I	WiSe and SoSe	-	180 h	(9)
Internship	P 11.2 Internship II	WiSe and SoSe	-	180 h	(6)

A total of 12 ECTS points must be earned for this module. The attendance time totals 0 hours per week. Including self-study time, this module requires approximately 360 hours over the course of one semester.

Type of Module	Obligatory module with mandatory courses.
Module's Applicability to Other Study Programs	This module is compulsory for the bachelor's degree in communication studies (180 ECTS) and is only offered in this form for this degree.
Regulations for Electives	None
Prerequisites for Attendance	see Appendix 3
Attendance Schedule	6 th semester (recommended)
Duration	The module extends over the period of 1 semester.
Contents	<p>Students should put the knowledge acquired in their theoretical training into practice in the required internships; the practical activity itself should become the subject of theoretical reflection. The contents of the internships are based on the job profiles that are typical of the corresponding forms of media. Practical fields in which the internships can be completed are:</p> <ul style="list-style-type: none"> • Journalism: editorial activities in the field of print, news agency, radio, television and online media, • Public relations: activities in the field of external and internal corporate communication as well as with consulting service providers, • Advertising: creative and conceptual activities in the field of advertising communication as well as with consulting service providers, • Media and market research: activities in media and opinion research companies, market research departments of media companies, media research in media and advertising agencies as well as participation in research projects for the Institute for Communication Studies and Media Research,

- Digital media: activities in the area of social media, SEO & SEM, conception of multimedia and online presence

The compulsory module P 11 Required Internships consists of two internships:

P 11.1 Required Internship I

Students deepen their acquired practical skills through the professional practice presented by the required internships. The first required internship must be completed in one of the practical fields listed above.

P 11.2 Required Internship II

The required internship II also serves to deepen the students' acquired practical skills through the opportunity it offers to gain professional practice. The first and second required internships' field of practice may not coincide. The required internships should be completed with different providers.

Qualification Objectives	The qualification goal of the internships is for students to learn basic practical skills in the field of media professions. Students are given an orientation with regard to potential future fields of employment. The theoretical findings from all of the modules should also be reflected in the everyday requirements of professional practices.
Form of Examination for Module	Internship report (approx. 10.000 characters with spaces, see Appendix 3)
Form of Evaluation	The module is graded on a pass/fail basis.
Prerequisite for Receiving ECTS Points	ECTS points are awarded upon passing the examination for the module (or the assigned compulsory form of examination and, if applicable, the compulsory elective parts).
Module Coordinator	Prof. Dr. Carsten Reinemann
Language of Instruction	German or English
Other Information	N.A.