Modulhandbuch

Master

Media and Communication Science

Studienordnungsversion: 2021

gültig für das Wintersemester 2023/24

Erstellt am: 16. November 2023
aus der POS Datenbank der TU Ilmenau
Herausgeber: Der Präsident der Technischen Universität Ilmenau
URN: urn:nbn:de:gbv:ilm1-mhb-31721
### Theories, Methods and Technologies in Communication and Media

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### Empirical Research in Communication and Media

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### Specialization and Vocational Training

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### Final Thesis

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Modul: Academic Skills in Communication Science

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

Modulnummer: 200814
Prüfungsnummer: 2500571

Modulverantwortlich: Prof. Dr. Nicola Döring

Leistungspunkte: 5
Workload (h): 150
Anteil Selbststudium (h): 128
SWS: 2.0
Fakultät für Wirtschaftswissenschaften und Medien
Fachgebiet: 2554

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Lernergebnisse / Kompetenzen

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

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

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

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

Vorkenntnisse

No prior knowledge required.

Inhalt

The module "Academic Skills in Communication Science" is part of the study context of MA studies program Media and Communication Science and Studium generale. It covers the following topics:

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

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

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

Moodle, Texts, Slides, Internet Links, Videos

Literatur

Literature list will be provided in the course of the module

Detailangaben zum Abschluss

- active participation in class
- bi-weekly written research tasks to be submitted to moodle
Link zum Moodle-Kurs
https://moodle.tu-ilmenau.de/course/view.php?id=281

verwendet in folgenden Studiengängen:
Master Media and Communication Science 2021
Modul: Data Analysis: Methods in Empirical Communication Research

Modulabschluss: Prüfungsleistung alternativ
Sprache: Englisch
Art der Notengebung: Gestufte Noten

Leistungspunkte: 5
Workload (h): 150
Anteil Selbststudium (h): 116
SWS: 3.0

Fakultät für Wirtschaftswissenschaften und Medien
Fachgebiet: 2559

Lernergebnisse / Kompetenzen
After the lecture students are able to understand and explain selected quantitative methods for data analysis and complex research designs.
After the exercise students are able to apply quantitative methods for their data analysis.
- Students are able to organize, prepare and modify empirical data for statistical analysis.
- Students understand how to apply different methods of uni-, bi- and multivariate analysis of quantitative data to answer research questions.
- Students are able to interpret and explain the results of advanced statistical analyses.

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

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

Medienformen und technische Anforderungen bei Lehr- und Abschlussleistungen in elektronischer Form
This course is only online.
DataAnalysis_WS_23/24 (tu-ilmenau.de)
All materials will be made available on Moodle.
You will need:
Camera for video transmission (720p/HD), microphone,
Internet connection (suitable for HD audio and video transmission: 4 Mbps),
terminal device that meets the technical requirements of the required software.

Literatur
Will be announced each semester.

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

Link zum Moodle-Kurs
DataAnalysis_WS_23/24 (tu-ilmenau.de)

verwendet in folgenden Studiengängen:
Master International Business Economics 2021
**Leistungspunkte:** 5  
**Workload (h):** 150  
**Anteil Selbststudium (h):** 128  
**SWS:** 2.0

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**Vorkenntnisse**

Verständnis der grundlegenden Theorien der Medien- und Kommunikationsforschung  
Understanding of fundamental theories in media and communication research

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**Inhalt**


The module provides an overview of the theories and research findings on intercultural communication, taking into account all levels of communication, i.e. personal perception as well as interpersonal and mediatized communication. In addition to reading relevant literature and discussing empirical studies, students develop their knowledge of other cultures through self-observation and observation of others in class and in their free time. On this basis, competencies for successful communication in an intercultural environment are developed. In addition, students acquire knowledge of theoretical approaches to intercultural and transcultural communication. For example, theories on value orientation, intercultural adaptation and integration, or the influence of culture on interpersonal and mediated communication are discussed. Furthermore, participants analyze the specifics of verbal and nonverbal communication in different cultures as well as the impact of intercultural communication on work and everyday life.

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

Relevante Dokumente und Materialien werden den Studierenden auf der E-Learning-Plattform moodle.tu-ilmenau.de zugänglich gemacht.  
Im Unterricht werden Präsentationen (PPT oder andere Formate) verwendet und der Einsatz anderer Medien (Video, Audio, Plakate, etc.) wird befürwortet.  
Weitere Informationen werden im Kurs bekannt gegeben.

Relevant documents and materials will be made accessible to students on the E-Learning-Platform moodle.tu-ilmenau.de.
In class, presentations (PPT or other formats) will be used and the use of other media is encouraged (Video, Audio, Posters, etc.). Further information will be communicated in class.

Literatur

Wird zu Beginn des Kurses bekannt gegeben. Will be announced at the beginning of the course.

Detailangaben zum Abschluss

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

- Active participation and mandatory reading
- quiz
- project presentation

Link zum Moodle-Kurs


verwendet in folgenden Studiengängen:

- Master International Business Economics 2021
- Master Media and Communication Science 2021
- Master Medienwirtschaft 2021
Modul: Media Management and Communication Theories

Modulabschluss: Prüfungsleistung mündlich 15 min
Sprache: Englisch

Art der Noten: Gestufte Noten

Turnus: Wintersemester

Modulnummer: 200801 Prüfungsnummer: 2500558

Modulverantwortlich: Prof. Dr. Andreas Will

Leistungspunkte: 5
Workload (h): 150
Anteil Selbststudium (h): 128
SWS: 2.0

Fakultät für Wirtschaftswissenschaften und Medien
Fachgebiet: 2556

Vorkenntnisse

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

Inhalt

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

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

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

Moodle, Texts, Powerpoint-Slides, Internet Links, Videos
Technische Voraussetzungen: https://intranet.tu-ilmenau.de/site/vpsl-pand/SitePages/Handreichungen_Arbeitshilfen.aspx

Literatur
DOI: 10.1093/acrefore/9780190228613.013.83

Detailangaben zum Abschluss

Link zum Moodle-Kurs
https://moodle.tu-ilmenau.de/course/view.php?id=738

verwendet in folgenden Studiengängen:

Master International Business Economics 2021
Master Media and Communication Science 2021
Master Medienwirtschaft 2021
Modul: Qualitative and Quantitative Methods

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

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

Literatur

Developing and testing instruments of qualitative and quantitative data collection.
Modul: Computational Communication Research

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

Inhalt

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

Literatur

Will be announced each semester.

Detailangaben zum Abschluss

In the winter semester students will review the literature, develop research questions and build small research teams to conduct their research. Students have to participate actively in discussions and present their research ideas. Students will summarize the theoretical perspective, previous research and their own research questions.
as well as planned method in a paper (pre-registration).

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

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

Link zum Moodle-Kurs

Course: MA RM Computational Communication Research: Stakeholders in Response to Covid-19 Pandemic on YouTube (tu-ilmenau.de)

verwendet in folgenden Studiengängen:

Master International Business Economics 2021
Master Media and Communication Science 2021
Innovative Communicator Research

**Inhalt**

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

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

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

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

**Literatur**

Will be announced at the beginning of the course.

**Detailangaben zum Abschluss**

Presentation(s) in Class (50%)
Research Report (50%)
verwendet in folgenden Studiengängen:

Master Media and Communication Science 2021
The course will be taught mainly online and only in individual sessions if necessary hybrid. The class can be studied entirely digital – it is therefore suitable for students enrolled in the digital MCS-program.

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

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

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

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

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

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

Further relevant readings are:

Assignments include (a) oral presentations, (b) a written research proposal and (c) a final research report.

Link zum Moodle-Kurs
https://moodle2.tu-ilmenau.de/course/view.php?id=1341

verwendet in folgenden Studiengängen:

Master Media and Communication Science 2021
Modul: Media and Communication Management Research

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

Modulnummer: 200839
Prüfungsnummer: 2500599
Modulverantwortlich: Prof. Dr. Andreas Will

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

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Lernergebnisse / Kompetenzen

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

Thus, students

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

Vorkenntnisse

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

Inhalt

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

Medienformen und technische Anforderungen bei Lehr- und Abschlussleistungen in elektronischer Form
All materials will be made available on Moodle

Literatur

Detailangaben zum Abschluss

- Assignment 01 "Get the overview": Read a paper and prepare a 5 min presentation (10 percent)
- Assignment 02 "Access to theories": Learn about a specific theory and write a 4-5 page handbook article (20 percent)
- Assignment 03 "Develop research projects": Develop a research project from problem to research question, write a short proposal (2-3 pages) and present it (10 percent) (group work)

- Assignment 04 "Abstract writing": Write a 500 word paper proposal of your planned research project (5 percent) (group work)
- Assignment 05 "Review writing": Evaluate the other abstracts (5 percent)
- Assignment 06 "Conference presentation": Present your completed research project (10 percent) (group work)

- Assignment 07 "Final paper submission": 6000 words scientific paper from your own research project (30 percent) (group work)
- Assignment 08 "Creative conclusion": Surprise (10 percent) (group work)

Link zum Moodle-Kurs
https://moodle.tu-ilmenau.de/course/view.php?id=860

verwendet in folgenden Studiengängen:
Master Media and Communication Science 2021
Modul: New Technologies Research

Leistungspunkte: 15
Workload (h): 450
Anteil Selbststudium (h): 382
SWS: 6.0

Fakultät für Wirtschaftswissenschaften und Medien
Fachgebiet: 2557

Lernergebnisse / Kompetenzen

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

Vorkenntnisse

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

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

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

Inhalt

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

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

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

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

Please note that this is a container module description. Each term the course has a different, particular topic. The literature required directly depends on this particular topic of the course offered then. Thus, it cannot be announced in advance.
"onsite" (not suitable for digital program)

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<td>To be announced at first appointment depending on individual course topic.</td>
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<tr>
<th>Detailangaben zum Abschluss</th>
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<td>Students will participate in group discussions (10%), make and provide a series of short presentations showing their project progress, including a conference style final presentation of their research project at the end of the second term (30%), write a report as a research paper (50%), and provide peer reviews of other students’ papers (20%). Additional materials created by the students to perform their studies / experiments such as videos, demo/fake apps, prototypes, 3D content, etc. may be considered as bonus up to 20%. Insofar as participation in attendance dates relevant to the conclusion is not possible due to illness, the part of the evaluation based on this is carried out exclusively on the basis of the submitted presentations.</td>
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<th>Link zum Moodle-Kurs</th>
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<th>verwendet in folgenden Studiengängen:</th>
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<td>Master International Business Economics 2021</td>
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<td>Master Media and Communication Science 2021</td>
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**Modul:** Research on Media Content, Media Usage, and Media Effects

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Modulverantwortlich: Prof. Dr. Jens Wolling

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<th>Leistungspunkte: 15</th>
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<th>SWS: 6.0</th>
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<td>Fakultät für Wirtschaftswissenschaften und Medien</td>
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Lernergebnisse / Kompetenzen

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

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

Vorkenntnisse

- Academic skills in communication science
- Qualitative and quantitative methods
- Data analysis
- Communication and media theories
- Information and communications technologies
- Intercultural communication

The research module builds on the knowledge and skills provided in the seminars of the first semester

Inhalt

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

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

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

In the second semester, the developed instruments are used to collect and analyze data. Results are presented in class. Finally, a research project report is written based on theoretical work and analysis of the collected data.
Medienformen und technische Anforderungen bei Lehr- und Abschlussleistungen in elektronischer Form

For further information please visit the respective moodle-room. The following link guides you to all classes taught by research group EMPK this semester: https://moodle2.tu-ilmenau.de/course/index.php?categoryid=60. Please make sure you choose the current semester and the course you are interested in.

Literatur

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

Detailangaben zum Abschluss

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

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

Details zum Abschluss Teilleistung 1:
Final research project report

Details zum Abschluss Teilleistung 2:
Research is an interactive dynamic process. Therefore, the students present the advantages in their work and discuss them with the lecturer during the seminar. Based on these discussions and, for instance, reports on the object of investigation, literature reviews, advancements in the development of instruments, and preliminary results, the work is evaluated.

Link zum Moodle-Kurs

verwendet in folgenden Studiengängen:

Master Media and Communication Science 2021
Modul: Social Media Research

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

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

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

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

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

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

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

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

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

Medienformen und technische Anforderungen bei Lehr- und Abschlussleistungen in elektronischer Form
This module will be taught online. It can be studied entirely digital. It is therefore suitable for students enrolled in the regular and digital MCS (Media and Communication Science) program.

Moodle, Texts, Slides, Internet Links, Videos
Technical prerequisites:
- webcam (720p/HD),
- microphone,
- access to internet (at least 4 MBit/s for HD quality),
- computer that is powerful enough to run the web conference software (WebEx)

Literature

Literature list will be provided in the course of the module

Detailangaben zum Abschluss

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

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

Details zum Abschluss Teilleistung 1: - active participation in class
- bi-weekly research tasks
- oral presentation
- written research report

Details zum Abschluss Teilleistung 2: - active participation in class
- bi-weekly research tasks
- oral presentation
- written research report

Link zum Moodle-Kurs
https://moodle.tu-ilmenau.de/course/view.php?id=300

verwendet in folgenden Studiengängen:

Master Media and Communication Science 2021
Modul: Competition, Strategy and Institutions

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Modulverantwortlich: Prof. Dr. Oliver Budzinski

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Fakultät für Wirtschaftswissenschaften und Medien

Fachgebiet: 2541

Lernergebnisse / Kompetenzen

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

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

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

The learning process includes lectures dominated by interactive elements, and individual and group tasks. Students are actively involved in discussion of taught topics. During work in groups on case studies, students apply their knowledge to find assessment standards for specific purpose-designed and real-world cases, design a strategy for presentation of outcomes and discuss them with classmates.

Vorkenntnisse

Microeconomics

Inhalt

Inhalt:
- 1. Introduction
- 2. The Economic Theory of Competition, Strategy, and Institutions
- 3. Unilateral Strategies with Strategic Interdependency
  - 3.1 Predatory Pricing Strategies
  - 3.2 Advertising and Brands
  - 3.3 Bundling & Tying, Exclusive Dealing and Boycotts
  - 3.4 Raising Rivals’ Costs
  - 3.5 Unilateral Strategies – European Competition Policy
- 4. Cartels, Cooperation, Alliances and Networks
  - 4.1 Types and Effects of Enterprise Cooperation
  - 4.2 The Problem of Stability
  - 4.3 Detection of Cartels
  - 4.4 Cartels – European Competition Policy Framework
- 5. Mergers and Acquisitions
  - 5.1 General Notes
  - 5.2 Analyzing Mergers – European Competition Policy
- 6. The Global Dimension
  - 6.1 Market Concentration Worldwide
  - 6.2 International Antitrust Institutions
- 7. Public Interest Considerations in Competition Policy
Medienformen und technische Anforderungen bei Lehr- und Abschlussleistungen in elektronischer Form

Work in groups; Case Studies; Project Work; Exercises; Presentation using digital tools. Lecture slides and accompanying material are available via Moodle.

Literatur


Detailangaben zum Abschluss

verwendet in folgenden Studiengängen:
- Master International Business Economics 2021
- Master Mathematik und Wirtschaftsmathematik 2022
- Master Media and Communication Science 2021
- Master Medienwirtschaft 2021
- Master Wirtschaftsinformatik 2021
- Master Wirtschaftsingenieurwesen 2021

Link zum Moodle-Kurs

https://moodle2.tu-ilmenau.de/course/view.php?id=388
Modul: Current Challenges in Digital Communication Research

Modulabschluss: Prüfungsleistung alternativ  
Art der Notenangabe: Gestufte Noten
Sprache: Englisch  
Pflichtkennz.: Wahlimodul  
Turnus: Sommersemester

Modulnummer: 200832  
Prüfungsnummer: 2500591
Modulverantwortlich: Prof. Dr. Emese Domahidi

Leistungspunkte: 5  
Workload (h): 150  
Anteil Selbststudium (h): 128  
SWS: 2.0

Fakultät für Wirtschaftswissenschaften und Medien  
Fachgebiet: 2559

Vorkenntnisse

Familiarity with empirical methods and quantitative data analysis in communication research.

Familiarity with computational methods and data analysis software skills (e.g. R, Python).

It is highly recommended to attend in advance the specialization module "Introduction to computational communication science" to be familiar with the computational methods required.

Inhalt

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

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

All materials will be made available on Moodle.

Literatur

Will be announced each semester.

Detailangaben zum Abschluss

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

Master International Business Economics 2021
Master Media and Communication Science 2021
**Modul:** Current Perspectives in Media Content, Reception and Effects Research

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**Lernergebnisse / Kompetenzen**

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

Students develop problem-solving competencies by applying the theories and current research results to identify and solve actual problems in media and communication practice and science. They formulate assumptions and outline solutions. Students consolidate their analytical skills by recognizing and comparing the advantages and disadvantages of different approaches, theories, and methods.

Students correctly assess the applicability of various approaches for scientific or practical purposes.

**Inhalt**

The specialization module focuses on one or several current problems of social or political relevance (topics may vary depending on current developments in society and research foci of the department in charge).

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

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

Moodle, presentation tools, further relevant documents.

For further information please visit the respective moodle-room. The following link guides you to all classes taught by research group EMPK this semester: https://moodle2.tu-ilmenau.de/course/index.php?categoryid=60

Please make sure you choose the current semester and the course you are interested in.

**Literatur**

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

**Detailangaben zum Abschluss**

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

**Link zum Moodle-Kurs**

verwendet in folgenden Studiengängen:

Master Media and Communication Science 2021
**Modul: International Trade**

**Modulabschluss:** Prüfungsleistung schriftlich 90 min  
**Art der Notenbildung:** Gestufte Noten

**Sprache:** Englisch  
**Pflichtkennz.:** Wahlmodul  
**Turnus:** Sommersemester

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<th>Prüfungsnummer: 2500535</th>
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**Modulverantwortlich:** Prof. Dr. Thomas Grebel

**Inhalt**

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

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

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

**Literatur**


**Detailangaben zum Abschluss**

- Written exam, 90 minutes

**Link zum Moodle-Kurs**

https://moodle2.tu-ilmenau.de/course/view.php?id=301

**verwendet in folgenden Studiengängen:**

- Master International Business Economics 2021
- Master Mathematik und Wirtschaftsmathematik 2022
- Master Media and Communication Science 2021
- Master Medienwirtschaft 2021
- Master Wirtschaftsinformatik 2021
- Master Wirtschaftsingenieurwesen 2021
Leistungspunkte: 5
Workload (h): 150
Anteil Selbststudium (h): 128
SWS: 2.0
Fakultät für Wirtschaftswissenschaften und Medien
Fachgebiet: 2559

Vorkenntnisse
Familiarity with empirical methods and quantitative data analysis in communication research

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

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

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

Medienformen und technische Anforderungen bei Lehr- und Abschlussleistungen in elektronischer Form
This course is only online.
You will need: Camera for video transmission (720p/HD), microphone, Internet connection (suitable for HD audio and video transmission: 4 Mbps), terminal device that meets the technical requirements of the required software.

Literatur
Will be announced each semester.

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

Link zum Moodle-Kurs
https://projects-moodle.tu-ilmenau.de/course/view.php?id=16

verwendet in folgenden Studiengängen:

Master International Business Economics 2021
Master Media and Communication Science 2021
**Modul:** Journalism and Strategic Communication

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<td>Modulverantwortlich: Prof. Dr. Martin Löffelholz</td>
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Lernergebnisse / Kompetenzen

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

Vorkenntnisse

Basic knowledge of communication and media science

Inhalt

In this specialization module, students expand their knowledge in selected areas of communicator research. The focus is on the analysis of the change of journalism through globalization and crisis. In particular, the dynamics of wars and crises and their consequences for media public communication are included.

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

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

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

Further information will be communicated in class.

Literatur

Will be announced at the beginning of the course.

Detailangaben zum Abschluss

Literature Review (Written Time Paper, Oral Presentation)
Text Discussion,
Active Participation in Class

Link zum Moodle-Kurs

verwendet in folgenden Studiengängen:

Master Media and Communication Science 2021
By examining crisis communication from the perspective of an ongoing approach to the strategic crisis management (Coombs, 2019) course participants get an overview on each step of the management process including crisis prevention, crisis preparation, crisis response, and crisis learning/evaluation.

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

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

Medienformen und technische Anforderungen bei Lehr- und Abschlussleistungen in elektronischer Form
Laptops, Presentation software

Literatur
All relevant course materials will be made available on the online learning platform Moodle.
Furthermore, the course is based on the following list of recommended readings:


Assignments include (a) oral presentations, (b) practical exercises, and (c) a final paper.

Link zum Moodle-Kurs
https://moodle2.tu-ilmenau.de/enrol/index.php?id=1339

verwendet in folgenden Studiengängen:
Master International Business Economics 2021
Master Media and Communication Science 2021
Master Medienwirtschaft 2021
The course will be taught online. The class can be studied entirely digital – it is therefore suitable for students enrolled in the digital MCS-program.

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

Inhalt

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

Literatur


Internet sources:

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

Detailangaben zum Abschluss

verwendet in folgenden Studiengängen:

Master Media and Communication Science 2021
Next-generation applications, often based on new technologies, provide new opportunities. While some possibilities are obvious and establish immediately, others only evolve after some time. However, in a networked global system such applications also often involve ethical and privacy issues, often neglected in favor of new opportunities.

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

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

### Inhalt

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

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

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

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

n/a

### Literatur

Please note that this is a container module description. Each term the course has a different, particular topic. The literature required directly depends on this particular topic of the course offered then. Thus, it cannot be announced in advance.
Students will participate in group discussions (10%), make and provide some short presentations on their topic including a conference style final presentation (30%), write a report as a short paper (50%), and provide peer reviews of other students’ papers (20%). Additional materials created by the students to perform their studies / experiments such as videos, demo/fake apps, prototypes, 3D content, etc. may be considered as bonus up to 20%. Insofar as participation in attendance dates relevant to the conclusion is not possible due to illness, the part of the evaluation based on this is carried out exclusively on the basis of the submitted presentations.
From the perspective of communication science, psychology of digital media and psychology of technology are relevant fields of research, as they are intertwined with many different types of communication (e.g., health communication, political communication, sexual communication, social campaigns, advertising, education, entertainment, news, citizen journalism etc.) and communication technologies (e.g., Web 2.0, social media, immersive virtual reality, video games).

The aim of the "module" is twofold: (1) Students look into the current state of a selected field of psychology of digital media or psychology of technology (e.g., health communication on YouTube), and Students (2) learn about specific research methods or specific theories, respectively. Relevant methods can be systematic literature reviews, critical reading, building conceptual models, selected methods of data collection and/or data analysis (depending on the applicability). Relevant theories can be Online Disinhibition, Cues Filtered-out, QUEST-VR, Uses-and-Gratifications Approach, The Differential Susceptibility to Media Effects Model, Sexual Scripts Theory, and so on.
The course will be taught on-site. The class cannot be studied entirely digital – it is therefore not suitable for students enrolled in the digital MCS-program.

Moodle, Texts, Slides, Internet Links, Videos

Literatur

Literature list will be provided in the course of the module

Detailangaben zum Abschluss

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

Link zum Moodle-Kurs

https://moodle.tu-ilmenau.de/course/view.php?id=320

verwendet in folgenden Studiengängen:

Master Media and Communication Science 2021
### Modul: Virtual and Augmented Reality for Communication Science

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### Lernergebnisse / Kompetenzen

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

### Vorkenntnisse

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

### Inhalt

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

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

Powerpoint, live demonstrations, slides and coding examples on Moodle

### Literatur

- Virtual and Augmented Reality, Dörner et al. (eds), Springer, 2021

### Detailangaben zum Abschluss

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

### Link zum Moodle-Kurs

Course: Virtual and Augmented Reality for Communication Science (tu-ilmenau.de)

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

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


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

Link zum Moodle-Kurs
https://moodle2.tu-ilmenau.de/enrol/index.php?id=1340

verwendet in folgenden Studiengängen:
Master International Business Economics 2021
Master Media and Communication Science 2021
Modul: Applied Communication: Strategic/Journalistic Communication in multicultural Settings

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

Vorkenntnisse

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

Inhalt

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

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

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

In class, presentations (PPT or other formats) and other media will be used (Video, Audio, Posters, etc.). This course further uses technical journalistic equipment provided by the University.

Further information will be communicated in class.

Link to Moodle-Course 2023: https://moodle2.tu-ilmenau.de/course/view.php?id=4627

Literatur

Will be announced at the beginning of the course.

Detailangaben zum Abschluss

- Active participation in the course and the editorial team (20%)
- Preparation and realization of a pretest interview (10%)
- Preparation and realization of two interviews (50%), including videos and teasers
- Presentation of the final interviews (20%)

Link zum Moodle-Kurs

verwendet in folgenden Studiengängen:

Master Media and Communication Science 2021
Modul: Communication for a better Future

This course focuses on different aspects of applied communication research, specifically in the field of public relations for local NGOs as fields of inquiry and fields of practice. Participants substantially increased their skills of analyzing these organizations' local environment in terms of contextual factors such as culture, political situation, economic development, local media system and media use, online communication, local networks, etc. Participants developed skills in planning applied communication and campaigns. Moreover, they increase their experience in working with clients.

Inhalt

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

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

Presentation tools, Webex

Literatur

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

Detailangaben zum Abschluss

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

Link zum Moodle-Kurs

https://moodle.tu-ilmenau.de/course/view.php?id=603

verwendet in folgenden Studiengängen:

Master International Business Economics 2021
Master Media and Communication Science 2021
Modul: Media Platforms

Vorkenntnisse

This course deals with new developments on media markets. Starting from the traditional understanding of different media markets, this course takes into account the disruption of these markets caused by the rise of platforms. The course provides an overview of the platform theory with a special focus on media.

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

Usage of digital teaching and learning technologies

Literatur


Analysis
The students have to hand in some short analyses of different media markets with tools of market analysis.

Presentation
The students should be able to present a complex issue within 15-20 minutes followed by a discussion (as well as 15-20 minutes). Depending on the number of participants, the presentation can take place individually or in groups.

Individual Reflection
The students have to reflect the course contents on an individual level.

Link zum Moodle-Kurs
https://moodle.tu-ilmenau.de/course/view.php?id=719

verwendet in folgenden Studiengängen:
Master International Business Economics 2021
Master Media and Communication Science 2021
Modul: Strategic Communication Management

Leistungspunkte: 5  Workload (h): 150  Anteil Selbststudium (h): 128  SWS: 2.0  Fachgebiet: 2555

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Lernergebnisse / Kompetenzen

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

Vorkenntnisse

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

Inhalt

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

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

Presentation software, social software, videos, laptops

Literatur

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

Detailangaben zum Abschluss

Assignments include (a) oral presentations and (b) a final paper.

Link zum Moodle-Kurs

verwendet in folgenden Studiengängen:

Master International Business Economics 2021
Master Media and Communication Science 2021
**Exposé and Master Preparation Seminar**

**Fachabschluss:** Studienleistung alternativ  
**Art der Notengebung:** Testat / Generierte

**Sprache:**  
**Pflichtkennz.:Pflichtmodul**  
**Turnus:** ganzjährig

**Fachnummer:** 201083  
**Prüfungsnummer:** 99002

**Fachverantwortlich:** Prof. Dr. Andreas Will

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**Lernergebnisse / Kompetenzen**

**Vorkenntnisse**

**Inhalt**

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

**Literatur**

**Detailangaben zum Abschluss**

**Link zum Moodle-Kurs**

**verwendet in folgenden Studiengängen:**

Master Media and Communication Science 2021
With the Master’s thesis concluding their studies, students demonstrate their ability to deal with a topic in a detailed scientific manner on the basis of scientific literature and the subject-related and methodological skills acquired during the course of study, and to present and discuss the process and the results in written and oral form.

### Lernergebnisse / Kompetenzen

The students can:

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

### Vorkenntnisse

### Inhalt

**Literatur**

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

**Detailangaben zum Abschluss**

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

### Link zum Moodle-Kurs

### verwendet in folgenden Studiengängen:

Master Media and Communication Science 2021
**Glossar und Abkürzungsverzeichnis:**

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<td>Nomen nominandum, Platzhalter für eine noch unbekannte Person (wikipedia)</td>
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<td>Objekttypen lt.</td>
<td>K=Kompetenzfeld; M=Modul; P,L,U= Fach (Prüfung,Lehrveranstaltung,Unit)</td>
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