Modulhandbuch

Master

Media and Communication Science

Studienordnungsversion: 2021

gültig für das Wintersemester 2022/23

Erstellt am: 20. Dezember 2022
aus der POS Datenbank der TU Ilmenau
Herausgeber: Der Präsident der Technischen Universität Ilmenau
URN: urn:nbn:de:gbv:ilm1-mhb-28332
# Inhaltsverzeichnis

## Name des Moduls/Fachs

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>VSP</td>
<td>VSP</td>
<td>VSP</td>
<td>VSP</td>
<td>VSP</td>
<td>VSP</td>
<td>VSP</td>
<td>VSP</td>
<td>VSP</td>
<td>VSP</td>
</tr>
<tr>
<td>Abchluss</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>LP</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## Theories, Methods and Technologies in Communication and Media

<table>
<thead>
<tr>
<th>Theories, Methods and Technologies in Communication and Media</th>
<th>FP</th>
<th>25</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academic Skills in Communication Science</td>
<td>PL</td>
<td>5</td>
</tr>
<tr>
<td>Data Analysis: Methods in Empirical Communication Research</td>
<td>PL</td>
<td>5</td>
</tr>
<tr>
<td>Intercultural Communication</td>
<td>PL</td>
<td>5</td>
</tr>
<tr>
<td>Media Management and Communication Theories</td>
<td>PL 15min</td>
<td>5</td>
</tr>
<tr>
<td>Qualitative and Quantitative Methods</td>
<td>PL</td>
<td>5</td>
</tr>
</tbody>
</table>

## Empirical Research in Communication and Media

<table>
<thead>
<tr>
<th>Empirical Research in Communication and Media</th>
<th>FP</th>
<th>30</th>
</tr>
</thead>
<tbody>
<tr>
<td>Computational Communication Research</td>
<td>PL</td>
<td>15</td>
</tr>
<tr>
<td>Innovative Communicator Research</td>
<td>PL</td>
<td>15</td>
</tr>
<tr>
<td>International Risk and Crisis Communication Research</td>
<td>PL</td>
<td>15</td>
</tr>
<tr>
<td>Media and Communication Management Research</td>
<td>PL</td>
<td>15</td>
</tr>
<tr>
<td>New Technologies Research</td>
<td>PL</td>
<td>15</td>
</tr>
<tr>
<td>Research on Media Content, Media Usage, and Media Effects</td>
<td>PL</td>
<td>15</td>
</tr>
</tbody>
</table>

## Specialization and Vocational Training

<table>
<thead>
<tr>
<th>Specialization and Vocational Training</th>
<th>FP</th>
<th>35</th>
</tr>
</thead>
<tbody>
<tr>
<td>Catalogue of Elective Specialization in Communication and Media</td>
<td>FP</td>
<td>25</td>
</tr>
<tr>
<td>Competition, Strategy and Institutions</td>
<td>PL</td>
<td>5</td>
</tr>
<tr>
<td>Current Challenges in Digital Communication Research</td>
<td>PL</td>
<td>5</td>
</tr>
<tr>
<td>Current Perspectives in Media Content, Reception and Effects Research</td>
<td>PL</td>
<td>5</td>
</tr>
<tr>
<td>International Trade</td>
<td>PL 90min</td>
<td>5</td>
</tr>
<tr>
<td>Introduction to Computational Communication Science</td>
<td>PL</td>
<td>5</td>
</tr>
<tr>
<td>Journalism and strategic communication</td>
<td>PL</td>
<td>5</td>
</tr>
<tr>
<td>Managing Strategic Risk and Crisis Communication</td>
<td>PL</td>
<td>5</td>
</tr>
<tr>
<td>Media and Political Culture in Germany</td>
<td>PL</td>
<td>5</td>
</tr>
<tr>
<td>Next-Generation Applications</td>
<td>PL</td>
<td>5</td>
</tr>
<tr>
<td>Psychology of New Media and Technologies</td>
<td>PL</td>
<td>5</td>
</tr>
<tr>
<td>Virtual and Augmented Reality for Communication Science</td>
<td>PL</td>
<td>5</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Catalogue of Elective Applied Communication</th>
<th>FP</th>
<th>10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applied Communication: Public Relations and Communication in the context of Globalization</td>
<td>PL</td>
<td>5</td>
</tr>
<tr>
<td>Applied Communication: Strategic Communication Management</td>
<td>PL</td>
<td>5</td>
</tr>
<tr>
<td>Communication for a better Future</td>
<td>PL</td>
<td>5</td>
</tr>
<tr>
<td>Media Platforms</td>
<td>PL</td>
<td>5</td>
</tr>
<tr>
<td>Strategic / Journalistic Communication in multicultural Settings</td>
<td>PL</td>
<td>5</td>
</tr>
</tbody>
</table>

## Final Thesis

<table>
<thead>
<tr>
<th>Final Thesis</th>
<th>FP</th>
<th>30</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exposé and Master Preparation Seminar</td>
<td>SL</td>
<td>5</td>
</tr>
<tr>
<td>Masterarbeit mit Kolloquium</td>
<td>PL</td>
<td>25</td>
</tr>
</tbody>
</table>

---

Theories, Methods and Technologies in Communication and Media:
- Academic Skills in Communication Science
- Data Analysis: Methods in Empirical Communication Research
- Intercultural Communication
- Media Management and Communication Theories
- Qualitative and Quantitative Methods

Empirical Research in Communication and Media:
- Computational Communication Research
- Innovative Communicator Research
- International Risk and Crisis Communication Research
- Media and Communication Management Research
- New Technologies Research
- Research on Media Content, Media Usage, and Media Effects

Specialization and Vocational Training:
- Catalogue of Elective Specialization in Communication and Media
  - Competition, Strategy and Institutions
  - Current Challenges in Digital Communication Research
  - Current Perspectives in Media Content, Reception and Effects Research
  - International Trade
  - Introduction to Computational Communication Science
  - Journalism and strategic communication
  - Managing Strategic Risk and Crisis Communication
  - Media and Political Culture in Germany
  - Next-Generation Applications
  - Psychology of New Media and Technologies
  - Virtual and Augmented Reality for Communication Science

Catalogue of Elective Applied Communication:
- Applied Communication: Public Relations and Communication in the context of Globalization
- Applied Communication: Strategic Communication Management
- Communication for a better Future
- Media Platforms
- Strategic / Journalistic Communication in multicultural Settings

Final Thesis:
- Exposé and Master Preparation Seminar
- Masterarbeit mit Kolloquium

---

**Note**: All course details are subject to the university’s academic calendar and may be subject to change. Students are advised to consult the official university course catalog for the most accurate information.
### Modul: Academic Skills in Communication Science

- **Modulabschluss:** Prüfungsleistung alternativ
- **Sprache:** Englisch
- **Art der Notenprüfung:** Gestufte Noten
- **Pflichtkennz.:** Pflichtmodul
- **Turnus:** Wintersemester
- **Modulnummer:** 200814
- **Prüfungsnummer:** 2500571
- **Modulverantwortlich:** Prof. Dr. Nicola Döring

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>V</td>
<td>S</td>
<td>P</td>
<td>V</td>
<td>S</td>
<td>P</td>
<td>V</td>
<td>S</td>
<td>P</td>
<td>V</td>
<td>S</td>
</tr>
<tr>
<td>V</td>
<td>S</td>
<td>P</td>
<td>V</td>
<td>S</td>
<td>P</td>
<td>V</td>
<td>S</td>
<td>P</td>
<td>V</td>
<td>S</td>
</tr>
<tr>
<td>V</td>
<td>S</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

**Inhalt**

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

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

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

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

Moodle, Texts, Slides, Internet Links, Videos
https://moodle2.tu-ilmenau.de/course/view.php?id=4257

**Leistungspunkte:** 5

**Workload (h):** 150

**Anteil Selbststudium (h):** 128

**SWS:** 2.0

**Fakultät für Wirtschaftswissenschaften und Medien**

**Fachgebiet:** 2554

**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.

**Vorkenntnisse**

- No prior knowledge required.
Literatur

Literature list will be provided in the course of the module

Detailangaben zum Abschluss

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

alternative Abschlussform aufgrund verordneter Coronamaßnahmen inkl. technischer Voraussetzungen

verwendet in folgenden Studiengängen:

Master Media and Communication Science 2021
Data Analysis: Methods in Empirical Communication Research

This course is only online.

DataAnalysis_WS_22/23 (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.

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

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).

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

alternative Abschlussform aufgrund verordneter Coronamaßnahmen inkl. technischer Voraussetzungen

used in following study programs:
Master International Business Economics 2021
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 mediated 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 various levels of communication (interpersonal and mediated); (3) Specifics of verbal and non-verbal communication in different cultures; (4) Impact of intercultural communication on professional and everyday life. Discussions in intercultural groups strengthened the students’ social competencies. They learned about relevant methods in intercultural communication.

Understanding of fundamental theories in media and communication research

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

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

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

This course further uses Virtual Reality applications. Further information will be communicated in class.

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

Technical requirements:

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

Additional requirements for Social VR:

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

Literatur

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

alternative Abschlussform aufgrund verordneter Coronamaßnahmen inkl. technischer Voraussetzungen

Alternative final performance (work samples, for example: papers, presentations, constructive/experimental or other development work, practical work) in distance according to § 6a PStO-AB.
The technical requirements are the same as for teaching and graduation achievements in electronic form.

verwendet in folgenden Studiengängen:

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

Vorkenntnisse

Inhalt

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

Literatur

Detailangaben zum Abschluss

alternative Abschlussform aufgrund verordneter Coronamaßnahmen inkl. technischer Voraussetzungen
Technische Voraussetzungen: https://intranet.tu-ilmenau.de/site/vpsl-pand/SitePages/Handreichungen_Arbeitshilfen.aspx

verwendet in folgenden Studiengängen:
Master International Business Economics 2021
Master Media and Communication Science 2021
Master Medienwirtschaft 2021
Modul: Qualitative and Quantitative Methods

Modulabschluss: Prüfungsleistung alternativ
Sprache: Deutsch/Englisch

Art der Notenprüfung: Gestufte Noten
Pflichtkennz.: Pflichtmodul

Modulnummer: 200803 Prüfungsnummer: 2500560
Modulverantwortlich: Prof. Dr. Jens Wolling

Vorkenntnisse

Lernergebnisse / Kompetenzen

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

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

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

Vorkenntnisse

Inhalt

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

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

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

Webex,
For further information please visit the following moodle-side: https://moodle2.tu-ilmenau.de/course/index.php?categoryid=592
You will find an overview of all courses offered by department EMPK in winter semester 2021/2022. Please scroll down till you find the class of interest.

Literatur

Detailangaben zum Abschluss

alternative Abschlussform aufgrund verordneter Coronamaßnahmen inkl. technischer Voraussetzungen
alternative Abschlussleistung (Arbeitsproben, zum Beispiel: Referate, Präsentationen, konstruktive/experimentelle oder sonstige Entwicklungsarbeiten, praktische Arbeiten) in Distanz entsprechend § 6a PStO-AB
verwendet in folgenden Studiengängen:

Master International Business Economics 2021
Master Media and Communication Science 2021
Modul:  Computational Communication Research

Modulabschluss: Prüfungsleistung alternativ  Art der Notengebung: Gestufte Noten
Sprache: Englisch  Pflichtkennz.: Wahlmodul  Turnus: Sommersemester
Modulnummer: 200834  Prüfungsnummer: 2500593
Modulverantwortlich: Prof. Dr. Emese Domahidi

Leistungspunkte: 15  Workload (h): 450  Anteil Selbststudium (h): 382  SWS: 6.0
Fakultät für Wirtschaftswissenschaften und Medien  Fachgebiet: 2559

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>0 3 0 0 3 0</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Lernergebnisse / Kompetenzen

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

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

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

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

Vorkenntnisse

Familiarity with empirical methods and quantitative data analysis in communication research

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

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

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

Inhalt

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

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

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

Literatur

Will be announced each semester.

Detailangaben zum Abschluss

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

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

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

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

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

**verwendet in folgenden Studiengängen:**

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

Vorkenntnisse
Basic knowledge of communication and media science.

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

Medienformen und technische Anforderungen bei Lehr- und Abschlussleistungen in elektronischer Form
The course will be taught in hybrid. The class can be studied entirely digital – it is therefore suitable for students enrolled in the digital MCS-program.

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

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

Further information will be communicated in class.

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

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

Literatur
Will be announced at the beginning of the course.

Detailangaben zum Abschluss

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

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

Details zum Abschluss Teilleistung 1: Presentation(s) in class, probably with ppt slides (this partial performance does not receive a separate grading but is considered in the total grade)
Details zum Abschluss Teilleistung 2: Research report to be submitted as a pdf file (this partial performance does not receive a separate grading but is considered in the total grade)

alternative Abschlussform aufgrund verordneter Coronamaßnahmen inkl. technischer Voraussetzungen
Alternative final performance (work samples, for example: papers, presentations, constructive/experimental or other development work, practical work) in distance according to § 6a PStO-AB.
The technical requirements are the same as for teaching and graduation achievements in electronic form.

verwendet in folgenden Studiengängen:

Master Media and Communication Science 2021
In the last decades, the world has experienced several large-scale natural disasters, armed conflicts, pandemics, but also severe industrial accidents and organizational crises with international impact. Such crises are global in scope and have dominated the media agenda in many countries. This raises questions of the appropriate crisis response by government authorities, involved companies, NGOs, but also media organizations and the way they report on these events. Especially, the role of national and cultural differences needs to be studied in this context.

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

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

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

Laptops, presentations software, applications for data entry and analysis

The course will be taught mainly online and only in individual sessions if necessary hybrid. The class can be studied entirely digital – it is therefore suitable for students enrolled in the digital MCS-program.
All relevant course materials will be made available on the online learning platform Moodle. Further relevant readings are:


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

alternative Abschlussform aufgrund verordneter Coronamaßnahmen inkl. technischer Voraussetzungen

verwendet in folgenden Studiengängen:

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

Modulabschluss: Prüfungsleistung alternativ
Sprache: Englisch

Art der Notenbildung: Gestufte Noten
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

sprache: Englisch

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

Lernergebnisse / Kompetenzen

Students are able to search, select, understand, structure, and evaluate relevant research literature in a specific field of media and 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 to do media management research and get competencies to act as a researcher in the field of media and communication management
- explored their scientific self: reflection on their own "scientific personality"

Vorkenntnisse

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

Inhalt

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

Medienformen und technische Anforderungen bei Lehr- und Abschlussleistungen in elektronischer Form
The course will be taught in hybrid. The class can be studied entirely digital – it is therefore suitable for students enrolled in the digital MCS-program.

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

**Literatur**


**Detailangaben zum Abschluss**

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

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

verwendet in folgenden Studiengängen:

Master Media and Communication Science 2021
New Technologies Research

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

Vorkenntnisse

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

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

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

Inhalt

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

This research seminar typically focuses around a certain technology or a bunch of technologies enabling a new type of usage or application. Participants of the seminar try to develop a deep understanding of the technological aspects involved and investigate into an individual research topic related to them. This allows them to examine general trends and perspectives, types of usage, implications, ethical aspects involved, privacy issues, and user acceptance, but also to create their own (novel) application concepts and ideas. While research may be based 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 workshop and conferences.

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

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

**Literatur**

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

**DETAILANGABEN ZUM ABLUSCH**

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

**Alternative Abschlussform aufgrund verordneter Coronamaßnahmen inkl. technischer Voraussetzungen**

"onsite" (not suitable for digital program)

**Verwendet in folgenden Studiengängen:**

Master International Business Economics 2021
Master Media and Communication Science 2021
Modul: Research on Media Content, Media Usage, and Media Effects

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

Modulnummer: 200836  
Prüfungsnummer: 250017

Modulverantwortlich: Prof. Dr. Jens Wolling

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

Fakultät für Wirtschaftswissenschaften und Medien  
Fachgebiet: 2551

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>V</td>
<td>S</td>
<td>P</td>
<td>V</td>
<td>S</td>
<td>P</td>
<td>V</td>
<td>S</td>
<td>P</td>
<td>V</td>
</tr>
<tr>
<td></td>
<td>0</td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>2</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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. In summer term 2022, the discrete topic of the module will be “Racism, xenophobia and communication”. For
further information considering the content, please consider moodle among: https://moodle2.tu-ilmenau.de/course/index.php?categoryid=555 (scroll down till you find the course).

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

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.

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

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

Details zum Abschluss Teilleistung 1:
Final research project report

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

alternative Abschlussform aufgrund verordneter Coronamaßnahmen inkl. technischer Voraussetzungen

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

verwendet in folgenden Studiengängen:

Master International Business Economics 2021
Master Media and Communication Science 2021
Modul: Social Media Research

Modulabschluss: mehrere Teilleistungen
Art der Notengebung: Generierte Noten
Sprache: Englisch
Pflichtkennz.: Wahlmodul
Turnus: ganzjährig

Modulnummer: 200841
Prüfungsnummer: 250018
Modulverantwortlich: Prof. Dr. Nicola Döring

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

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>V</td>
<td>S</td>
<td>S</td>
<td>P</td>
<td>V</td>
<td>S</td>
<td>P</td>
<td>V</td>
<td>S</td>
<td>S</td>
</tr>
<tr>
<td></td>
<td>0</td>
<td>3</td>
<td>0</td>
<td>3</td>
<td>0</td>
<td>3</td>
<td>0</td>
<td>3</td>
<td>0</td>
<td>3</td>
</tr>
</tbody>
</table>

Lernergebnisse / Kompetenzen

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

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

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

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

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

Vorkenntnisse

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

Inhalt

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

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

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

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

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

Literatur
Literature list will be provided in the course of the module

Detailangaben zum Abschluss

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

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

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

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

alternative Abschlussform aufgrund verordneter Coronamaßnahmen inkl. technischer Voraussetzungen

verwendet in folgenden Studiengängen:

Master Media and Communication Science 2021
Strategic business behavior on competitive markets lies at the heart of any market economic system. Upon successful completion of the learning process of this course, students are able to:
- recognize competitive interaction in realistic market environments (oligopolies; presence of competition rules and regulatory institutional frameworks);
- present and explain principles and concepts of the modern, state-of-the-art economics of competition, strategy, and institutions;
- develop pro and con lines of reasoning to create a scientific analysis of specific purpose-designed and real-world cases;
- assess theoretical and empirical problems in competition, strategy, and institutions on a high academic level;
- provide a scientific analysis of competition, strategy and institutions by applying advanced theories, concepts, tools and methods to a purpose-designed case and derive expert-level conclusions.

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

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

**Vorkenntnisse**
Microeconomics

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

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

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

e-Exam

Literatur


Detailangaben zum Abschluss

2 essays, max 50 points each
Essays are written in form of open book examination, i.e. all available materials may be used

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
Master Media and Communication Science 2021

Modul: Current Challenges in Digital Communication Research

Modulabschluss: Prüfungsleistung alternativ
Sprache: Englisch

Art der Notenregung: Gestufte Noten
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

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>V</td>
<td>S</td>
<td>P</td>
<td>V</td>
<td>S</td>
<td>P</td>
<td>V</td>
<td>S</td>
<td>P</td>
<td>V</td>
</tr>
<tr>
<td></td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>2</td>
</tr>
</tbody>
</table>

Lernergebnisse / Kompetenzen

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

Students can develop a research project to analyze relevant research questions in digital communication via computational communication science methods.

Students are able to apply different computational methods (e.g. sentiment analysis, supervised machine learning) during the course.

Students can critically evaluate the obtained results and discuss them based on previous research.

Students can describe and present their projects.

Vorkenntnisse

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

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

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

Inhalt

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

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

All materials will be made available on Moodle.

Literatur

Will be announced each semester.

Detailangaben zum Abschluss

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

alternative Abschlussform aufgrund verordneter Coronamaßnahmen inkl. technischer Voraussetzungen
The course will be taught on-site/hybrid. The class cannot be studied entirely digital – it is therefore not suitable for students enrolled in the digital MCS-program.

verwendet in folgenden Studiengängen:

Master International Business Economics 2021
Master Media and Communication Science 2021
Communicating Environmental Sustainability in Universities

An important goal that is crucial for the future of humanity is to make all human activities more sustainable, including universities as important innovators for social change. Unlike many other actors, scientists who conduct research in independent research institutions are trusted by the public. What is conceived and developed in universities has the potential to change the world in a positive direction. For this to happen, science must set itself the goal of improving the world, and it must also communicate about its findings. This is done on the one hand by means of study programs through which the findings are passed on to the next generation of scientists, and on the other hand by means of scientific publications and public relations.

In the seminar we will look at how universities communicate about sustainability aspects in research, teaching and other university activities (campus management, food, mobility, etc.). This will be done by critically ask and discuss whether universities highlight sustainability as an important issue, or does it play only a secondary role in communication? Which sustainability aspects are highlighted in particular? Can evidence of “greenwashing” be found? Furthermore, we would like to welcome a comparative perspectives in our course by identifying universities in different countries that are particularly active in communicating their sustainable strategy and figure out why are some more active than others and whether a focus on sustainability could be a secret of success for universities?

In the seminar, we will address the following topics, among others:

- What is sustainability?
- What is sustainability communication and what do we know about it?
- What is science communication and what do we know about it?
- What is university communication and what do we know about it?
- How can university sustainability communication be investigated scientifically?

Inhalt

Communicating Environmental Sustainability in Universities

After attending the course, students should be able to
- Explain the meaning of sustainability
- Describe and explain the relationship between science communication and environmental sustainability communication
- Describe and explain university communication goals and strategies
- Identify, analyze, and compare best practices in university sustainability communications
- Develop a concept for the communication of ecological sustainability as a mission statement of an university

Lernergebnisse / Kompetenzen

After attending the course, students should be able to
- Explain the meaning of sustainability
- Describe and explain the relationship between science communication and environmental sustainability communication
- Describe and explain university communication goals and strategies
- Identify, analyze, and compare best practices in university sustainability communications
- Develop a concept for the communication of ecological sustainability as a mission statement of an university

Vorkenntnisse

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

The course will be taught on-site.

For further information please visit the following moodle-side: https://moodle2.tu-ilmenau.de/course/view.php?id=4369

You will find an overview of all courses offered by the research group EMPK in winter semester 2022/2023.

Please scroll down till you find the class of interest.

Learning assessment will be based on the following activities: a) regular participation in the seminar b) research and presentation of the literature on the state of research c) active participation in mini-projects, d) short, summarizing final papers. Detailed objectives and related requirements will be agreed with the participants in the first seminar session.

All of the above requirements may be completed online if necessary due to Corona measures.

Detailangaben zum Abschluss

verwendet in folgenden Studiengängen:

Master International Business Economics 2021
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

**Modulnummer:** 200780  
**Prüfungsnummer:** 2500535

**Modulverantwortlich:** Prof. Dr. Thomas Grebel

<table>
<thead>
<tr>
<th>Leistungspunkte: 5</th>
<th>Workload (h):150</th>
<th>Anteil Selbststudium (h):116</th>
<th>SWS:3.0</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.FS</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>

**Lernergebnisse / Kompetenzen**

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

**Vorkenntnisse**

BA-Abschluss

**Inhalt**

Presentation of the real structures of the economy at the international level, classical theories of international trade, modern 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

alternative Abschlussform aufgrund verordneter Coronamaßnahmen inkl. technischer Voraussetzungen

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

verwendet in folgenden Studiengängen:

Master International Business Economics 2021
Master Mathematik und Wirtschaftsmathematik 2022
Master Media and Communication Science 2021
Master Medienwirtschaft 2021
Master Wirtschaftsinformatik 2021
Master Wirtschaftsingenieurwesen 2021
This course focuses mainly on social and communication science, providing at the same time a basic understanding of new computational methods that can be used 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.
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.

**Detailangaben zum Abschluss**

alternative Abschlussform aufgrund verordneter Coronamaßnahmen inkl. technischer Voraussetzungen

**verwendet in folgenden Studiengängen:**

Master International Business Economics 2021
Master Media and Communication Science 2021
Modul: Journalism and strategic communication

Modulabschluss: mehrere Teilleistungen
Art der Notengebung: Generierte Noten
Sprache: Englisch
Pflichtkennz.: Wahlmodul
Turnus: ganzjährig

Modulnummer: 200826
Prüfungsnummer: 250015
Modulverantwortlich: Prof. Dr. Martin Löffelholz

Leistungspunkte: 5
Workload (h): 150
Anteil Selbststudium (h): 105
SWS: 4.0
Fachgebiet: 2552

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>V</td>
<td>S</td>
<td>P</td>
<td>V</td>
<td>S</td>
<td>P</td>
<td>V</td>
<td>S</td>
<td>P</td>
<td>V</td>
<td>S</td>
</tr>
<tr>
<td>0</td>
<td>2</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>0</td>
</tr>
</tbody>
</table>

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

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

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

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

Further information will be communicated in class.

Link to Moodle-Course: https://moodle2.tu-ilmenau.de/course/view.php?id=4338

Technical requirements:

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

Literatur

Will be announced at the beginning of the course.

Detailangaben zum Abschluss

Das Modul Journalism and strategic communication mit der Prüfungsnummer 250015 schließt mit folgenden Leistungen ab:
- alternative semesterbegleitende Prüfungsleistung mit einer Wichtung von 50% (Prüfungsnummer: 2500583)
- alternative semesterbegleitende Prüfungsleistung mit einer Wichtung von 50% (Prüfungsnummer: 2500584)

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

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

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

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

Verwendet in folgenden Studiengängen:

Master Media and Communication Science 2021
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:


Detailangaben zum Abschluss

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

alternative Abschlussform aufgrund verordneter Coronamaßnahmen inkl. technischer Voraussetzungen

verwendet in folgenden Studiengängen:

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

Vorkenntnisse

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

Inhalt

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

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

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

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

Literatur


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**

<table>
<thead>
<tr>
<th>alternative Abschlussform aufgrund verordneter Coronamaßnahmen inkl. technischer Voraussetzungen</th>
</tr>
</thead>
</table>

**verwendet in folgenden Studiengängen:**

Master Media and Communication Science 2021
Modul: Next-Generation Applications

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

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

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

Vorkenntnisse

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

Inhalt

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

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

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

Literatur

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

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

alternative Abschlussform aufgrund verordneter Coronamaßnahmen inkl. technischer Voraussetzungen

verwendet in folgenden Studiengängen:

Master International Business Economics 2021
Master Media and Communication Science 2021
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
https://moodle2.tu-ilmenau.de/course/view.php?id=4345

Literatur
Literature list will be provided in the course of the module

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

alternative Abschlussform aufgrund verordneter Coronamaßnahmen inkl. technischer Voraussetzungen

verwendet in folgenden Studiengängen:
Master Media and Communication Science 2021
Modul: Virtual and Augmented Reality for Communication Science

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

Modulnummer: 200820
Prüfungsnummer: 2500577

Modulverantwortlich: Prof. Dr. Wolfgang Broll

<table>
<thead>
<tr>
<th>Leistungspunkte: 5</th>
<th>Workload (h): 150</th>
<th>Anteil Selbststudium (h): 82</th>
<th>SWS: 6.0</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Fakultät für Wirtschaftswissenschaften und Medien</td>
<td>Fachgebiet: 2557</td>
<td></td>
</tr>
<tr>
<td></td>
<td>V</td>
<td>S</td>
<td>P</td>
</tr>
<tr>
<td></td>
<td>0</td>
<td>2</td>
<td>0</td>
</tr>
</tbody>
</table>

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: https://moodle2.tu-ilmenau.de/course/view.php?id=3836

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.

alternative Abschlussform aufgrund verordneter Coronamaßnahmen inkl. technischer Voraussetzungen hybrid/online (suitable for digital program)
verwendet in folgenden Studiengängen:

Master International Business Economics 2021
Master Media and Communication Science 2021
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.
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. 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:


Detailangaben zum Abschluss

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

alternative Abschlussform aufgrund verordneter Coronamaßnahmen inkl. technischer Voraussetzungen

verwendet in folgenden Studiengängen:

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

<table>
<thead>
<tr>
<th>Modulabschluss: Prüfungsleistung alternativ</th>
<th>Art der Notengebung: Gestufte Noten</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sprache: Englisch</td>
<td>Pflichtkennz.: Wahlmodul</td>
</tr>
<tr>
<td>Turnus: Sommersemester</td>
<td></td>
</tr>
<tr>
<td>Modulnummer: 200840</td>
<td>Prüfungsnummer: 2500600</td>
</tr>
</tbody>
</table>

**Modulverantwortlich:** Dr. Andreas Schwarz

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

**Fakultät für Wirtschaftswissenschaften und Medien**  
**Fachgebiet:** 2555

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1. FS</td>
<td>V</td>
<td>S</td>
<td>P</td>
<td>V</td>
<td>S</td>
<td>P</td>
<td>V</td>
<td>S</td>
<td>P</td>
<td></td>
</tr>
<tr>
<td>2. FS</td>
<td>V</td>
<td>S</td>
<td>P</td>
<td>V</td>
<td>S</td>
<td>P</td>
<td>V</td>
<td>S</td>
<td>P</td>
<td></td>
</tr>
<tr>
<td>3. FS</td>
<td>V</td>
<td>S</td>
<td>P</td>
<td>V</td>
<td>S</td>
<td>P</td>
<td>V</td>
<td>S</td>
<td>P</td>
<td></td>
</tr>
<tr>
<td>4. FS</td>
<td>V</td>
<td>S</td>
<td>P</td>
<td>V</td>
<td>S</td>
<td>P</td>
<td>V</td>
<td>S</td>
<td>P</td>
<td></td>
</tr>
<tr>
<td>5. FS</td>
<td>V</td>
<td>S</td>
<td>P</td>
<td>V</td>
<td>S</td>
<td>P</td>
<td>V</td>
<td>S</td>
<td>P</td>
<td></td>
</tr>
<tr>
<td>6. FS</td>
<td>V</td>
<td>S</td>
<td>P</td>
<td>V</td>
<td>S</td>
<td>P</td>
<td>V</td>
<td>S</td>
<td>P</td>
<td></td>
</tr>
<tr>
<td>7. FS</td>
<td>V</td>
<td>S</td>
<td>P</td>
<td>V</td>
<td>S</td>
<td>P</td>
<td>V</td>
<td>S</td>
<td>P</td>
<td></td>
</tr>
<tr>
<td>8. FS</td>
<td>V</td>
<td>S</td>
<td>P</td>
<td>V</td>
<td>S</td>
<td>P</td>
<td>V</td>
<td>S</td>
<td>P</td>
<td></td>
</tr>
<tr>
<td>9. FS</td>
<td>V</td>
<td>S</td>
<td>P</td>
<td>V</td>
<td>S</td>
<td>P</td>
<td>V</td>
<td>S</td>
<td>P</td>
<td></td>
</tr>
<tr>
<td>10. FS</td>
<td>V</td>
<td>S</td>
<td>P</td>
<td>V</td>
<td>S</td>
<td>P</td>
<td>V</td>
<td>S</td>
<td>P</td>
<td></td>
</tr>
</tbody>
</table>

**Lernergebnisse / Kompetenzen**

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

**Vorkenntnisse**

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

**Inhalt**

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

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

Presentation software, social software, videos, laptops

**Literatur**

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

**Detailangaben zum Abschluss**

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

alternative Abschlussform aufgrund verordneter Coronamaßnahmen inkl. technischer Voraussetzungen

**verwendet in folgenden Studiengängen:**

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

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

Modulnummer: 200838
Prüfungsnummer: 2500598

Modulverantwortlich: Prof. Dr. Jens Wolling

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

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>V</td>
<td>S</td>
<td>P</td>
<td>V</td>
<td>S</td>
<td>P</td>
<td>V</td>
<td>S</td>
<td>P</td>
<td>V</td>
<td>S</td>
</tr>
<tr>
<td>S</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>2</td>
</tr>
</tbody>
</table>

Lernergebnisse / Kompetenzen

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

Inhalt

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

Therefore, the course participants conduct research and create communication products in the German language.

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

Presentation tools, Webex
For further information please visit the following moodle-side: https://moodle2.tu-ilmenau.de/course/index.php?categoryid=592
You will find an overview of all courses offered by department EMPK in winter semester 2022/2023. Please scroll down till you find the class of interest.

Literatur

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

Detailangaben zum Abschluss

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

alternative Abschlussform aufgrund verordneter Coronamaßnahmen inkl. technischer Voraussetzungen
alternative Abschlussleistung (Arbeitsproben, zum Beispiel: Referate, Präsentationen, konstruktive/experimentelle oder sonstige Entwicklungsarbeiten, praktische Arbeiten) in Distanz entsprechend § 6a PSiO-AB

verwendet in folgenden Studiengängen:

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

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.

Literatur


### Detailangaben zum Abschluss

**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 15-20 minutes). Depending on the number of participants, the presentation can take place individually or in groups.

---

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

**verwendet in folgenden Studiengängen:**

- Master International Business Economics 2021
- Master Media and Communication Science 2021
Modul: Strategic / Journalistic Communication in multicultural Settings

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

Modulnummer: 200828
Prüfungsnummer: 2500587

Modulverantwortlich: Prof. Dr. Martin Löffelholz

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

Fakultät für Wirtschaftswissenschaften und Medien
Fachgebiet: 2552

<table>
<thead>
<tr>
<th>SWS nach Fachsemester</th>
<th>1 FS</th>
<th>2 FS</th>
<th>3 FS</th>
<th>4 FS</th>
<th>5 FS</th>
<th>6 FS</th>
<th>7 FS</th>
<th>8 FS</th>
<th>9 FS</th>
<th>10 FS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>V S</td>
<td>V S</td>
<td>V S</td>
<td>V S</td>
<td>V S</td>
<td>V S</td>
<td>V S</td>
<td>V S</td>
<td>V S</td>
<td>V S</td>
</tr>
<tr>
<td></td>
<td>0 2 0</td>
<td>0 2 0</td>
<td>0 2 0</td>
<td>0 2 0</td>
<td>0 2 0</td>
<td>0 2 0</td>
<td>0 2 0</td>
<td>0 2 0</td>
<td>0 2 0</td>
<td>0 2 0</td>
</tr>
</tbody>
</table>

Lernergebnisse / Kompetenzen

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

Vorkenntnisse

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

Inhalt

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

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

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

Relevant documents and materials will be made accessible to students on the E-Learning-Platform moodle.tu-ilmenau.de.
In class, presentations (PPT or other formats) and other media will be used (Video, Audio, Posters, etc.).
This course further uses technical journalistic equipment provided by the University.
Further information will be communicated in class.
Link to Moodle-Course: https://moodle2.tu-ilmenau.de/course/view.php?id=3971

Literatur

Will be announced at the beginning of the course.

Detailangaben zum Abschluss

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

Details zum Abschluss der Leistung:

Students work on a journalistic project and submit the result in a suitable format (.mov or .avi file or similar).
alternative Abschlussform aufgrund verordneter Coronamaßnahmen inkl. technischer Voraussetzungen
Aggravated conditions under the Corona pandemic do not generate the need of adapted performances. The performance is practicable over distance teaching in identical form.

verwendet in folgenden Studiengängen:

Master Media and Communication Science 2021
Exposé and Master Preparation Seminar

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

Fachverantwortlich:

Fachnummer: 201083
Prüfungsnummer: 99002

Leistungspunkte: 5
Workload (h): 150
Anteil Selbststudium (h): 139
SWS: 1.0

Leistungsanforderungen

Fakultät für Wirtschaftswissenschaften und Medien
Fachgebiet: 2556

alternative Abschlussform aufgrund verordneter Coronamaßnahmen inkl. technischer Voraussetzungen

Verwendet in folgenden Studiengängen:
Master Media and Communication Science 2021
Masterarbeit mit Kolloquium

Fachabschluss: mehrere Teilleistungen
Art der Notengebung: Generierte Noten
Sprache: Englisch
Pflichtkennz.: Pflichtmodul
Turnus: ganzjährig

Fachnummer: 201051
Prüfungsnummer: 99000
Fachverantwortlich: Prof. Dr. Andreas Will

Mehrzeiteinteilungen

Leistungspunkte: 25
Workload (h): 750
Anteil Selbststudium (h): 750
SWS: 0.0
Fakultät für Wirtschaftswissenschaften und Medien
Fachgebiet: 2556

Die Schüler können

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

Vorkenntnisse

Inhalt

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

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

Literatur

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

Detailangaben zum Abschluss

• Final thesis
• Short documentation for the purpose of publication in the university bibliography
• Oral colloquium (“defence”) 30 minutes

alternative Abschlussform aufgrund verordneter Coronamaßnahmen inkl. technischer Voraussetzungen

verwendet in folgenden Studiengängen:
Master Media and Communication Science 2021
### Glossar und Abkürzungsverzeichnis:

<table>
<thead>
<tr>
<th>Abkürzung</th>
<th>Deutscher Begriff</th>
</tr>
</thead>
<tbody>
<tr>
<td>LP</td>
<td>Leistungspunkte</td>
</tr>
<tr>
<td>SWS</td>
<td>Semesterwochenstunden</td>
</tr>
<tr>
<td>FS</td>
<td>Fachsemester</td>
</tr>
<tr>
<td>V S P</td>
<td>Angabe verteilt auf Vorlesungen, Seminare, Praktika</td>
</tr>
<tr>
<td>N.N.</td>
<td>Nomen nominandum, Platzhalter für eine noch unbekannte Person (wikipedia)</td>
</tr>
<tr>
<td>Objekttypen lt.</td>
<td>K=Kompetenzfeld; M=Modul; P,L,U= Fach (Prüfung,Lehrveranstaltung,Unit)</td>
</tr>
</tbody>
</table>