

TU Ilmenau, Media and Communication Management Group (version: 06/2016)

Information sheet on the Bachelor and Master Colloquium of the Media and Communication Management Group

The Bachelor and Master Colloquium is a plenary session for students to discuss problems and questions concerning their qualification thesis. The students receive feedback and ideas and in turn give comments and support on other topics. Experience shows that plenary discussions can provide important and useful input, even if participants do not report on their own work. Thus, bachelor and master students are advised to participate actively in the debate.

Attendance in the colloquium is compulsory, absence needs to be justified.

Please contact the department's secretary for absence notification via e-mail or telephone:

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Each Bachelor and Master candidate needs to present at least once in the colloquium. The **presentation** should not last longer than 10 minutes. The introductory part (5 minutes) should sum-up the research project covering the following items:

- research question (incl. relevance)
- theoretical frame
- state of research
- planned empirical design

The second part of the presentation should address problems and questions. In general, the presentation must not contain excessive theory explanations. Presenters should focus on describing briefly the main theoretical principles and summarising the current state of research in a few sentences to show potential gaps. Main purpose of the presentation shall be uncertainties, challenges and problems of the research process. Therefore, the presentation should contain information, decisions and questions that help clarifying the addressed problems.

It is recommended to give a presentation after a thorough study of literature but at least before the empirical study is conducted.

Furthermore, candidates have the possibility to address problems of their work in an additional **problem-focused short presentation** of max. 3 minutes in order to receive feedback on concrete questions (e.g. in the initial stage concerning the research question or in the final stage concerning the evaluation of results).

It is mandatory to register every planned presentation or problem-focused short presentation. Students come to an agreement with their supervisor first, and register their presentation by writing an e-mail to the department's secretary.

Appointments for colloquia are normally fixed in each session and can be found online. If the topic of the qualification thesis has been confirmed by the exam office and the processing stage has started, the students need to register for the colloquium via e-mail to the department's secretary.