

Bachelor Studies Program „Applied Media and Communication Science“

Winter Term 2020 (October 2020 – March 2021)

The undergraduate study program „Applied Media and Communication Science“ at TU Ilmenau teaches communication science with a particular focus on digital media, applied communication, and social scientific research skills. The program is in German language, but it offers an international curriculum in English language for international students (e.g., **ERASMUS students**). Additionally, undergraduate exchange students can take some courses from the master program (see the tables below).

Important Tips:

- Select your courses and make sure to be present for the first course session!
- Contact the professor directly if you want to do a media project (see below)!
- Consult the supervisor for incoming students <https://www.tu-ilmenau.de/wm/international/coming-in/>
- When in doubt, consult with the examination office <https://www.tu-ilmenau.de/en/departement-em/studies/examination-office/>

Further Information for International students:

- <https://www.tu-ilmenau.de/en/departement-em/international/coming-in/courses/courses-elements/communication-science/>
- <https://www.tu-ilmenau.de/en/we4you/>
- <https://www.tu-ilmenau.de/en/departement-em/studies/bachelor/amc/>
- <https://www.tu-ilmenau.de/modultafeln/AngewandteMedienundKommunikationswissenschaft/Bachelor/2014/>

Bachelor courses for international Bachelor students	Professor	ECTS
<ul style="list-style-type: none">• Communicator Research The course introduces the field of communicator research (e.g., journalism, public relations, advertising). The course is based on self-study of required readings. In addition, the lecturer provides consultation hours helping you to prepare for the oral exam. The entire course as well as the exam are conducted in English.	Prof. Dr. Martin Löffelholz	7
<ul style="list-style-type: none">• Media Reception and Effects Research The course introduces the fields of media reception research and media effects research. The course is a composition of self-study and fixed meetings. In preparation for the meetings, you will read texts and work on short presentations about the main theories in media reception and effects research. During the meetings, you will give a short presentation and we will discuss about the theories and their further developments. To finalize the course, you will have to write a term paper in the format of a research exposé.	Dr. Christina Schumann	7
<ul style="list-style-type: none">• Research with Secondary Data	Roberto Walter	8

<p>In this course, participants will be introduced to research with and statistical analysis of secondary data. An existing, freely-available data set and according documentation will be the base for research questions or hypotheses created by the students. R will then be used to statistically explore said research interests statistically. Basic knowledge in descriptive and inferential statistics are recommended.</p> <p>For the final assessment, students will hand in a commented R script, APA-compliant results tables and short texts briefly explaining the outcomes in journal-style.</p>		
<ul style="list-style-type: none"> Medienmanagement II (Media Management II) <p>In this English-language course you will learn more about the basics of strategic management in media companies and learn to identify and explain strategies of media companies. Furthermore, you will be able to deepen your knowledge in these fields by working with the case study method.</p> <p>The examinations to be carried out are: Working in a group on a case study, presentation of the results, submission of the case study presentation and submission of the written case study solution.</p> 	<p>Prof. Dr. Andreas Will</p>	<p>4</p>
<ul style="list-style-type: none"> Media Project <p>The media project is an independent project that you conduct on your own or together with one or two fellow students.</p> <p>You get instructions from your supervisor and then work on your own. This is a good preparation for the later bachelor thesis and a great exercise in project management. As a result, you provide an oral presentation and a written documentation of your project.</p> <p>The particular benefit of the media project is the high share of independent and hands on work. To be successful with your media project, you must check out the websites of all research groups in the Institute of Media and Communication Science and search for a topic you are interested in, then contact the professor directly via e-mail to signal your interest. Media project topics can be related to topics for bachelor theses. Usually, a media project is more practice-oriented and less research-oriented than a bachelor thesis.</p> <p>Research groups: https://www.tu-ilmenau.de/en/institute-of-media-and-communication-science/research-groups/</p> <p>Example: research group media psychology and media design, topics for media projects: https://www.tu-ilmenau.de/en/media-psychology-and-media-design/qualification-theses/offers-for-theses/</p> 	<p>Most professors and lecturers in the Institute of Media and Communication Science</p>	<p>9</p>
<ul style="list-style-type: none"> German Language <p>The TU Ilmenau language center offers high quality language courses for German and other languages.</p> <p>Taking a course in German language complements your language skills and makes campus life in Ilmenau easier and more exciting.</p> 	<p>Language Center</p>	<p>2</p>

<p>You have to register online for your language course.</p> <p>https://www.tu-ilmenau.de/sprachen/sprachangebot/ [English translation of this website is forthcoming]</p>		
<p>6 English-language Bachelor Courses with overall ECTS sum of 37 ECTS</p>	Sum	37

Master courses suitable for international Bachelor students	Professor	ECTS
<ul style="list-style-type: none"> <p>Trends in Media and Communication Science</p> <p>In this English-language course, you get an introduction into current topical trends in media and communication science. You will also train your academic skills.</p> <p>This is an introductory course in our Master program Media and Communication Science that is open for international Bachelor students.</p> <p>You will give a presentation and write a term paper.</p> 	Prof. Dr. Nicola Döring	3
<ul style="list-style-type: none"> <p>Scientific Work and Empirical Research</p> <p>In this English-language course, you get an introduction into social scientific skills with special focus on quantitative empirical research designs and statistical data analysis with R.</p> <p>In the seminar, the principles and the statistical background of basic methods of data analysis are explained. These methods are applied to specific research problems. Therefore, real research data are analyzed using R.</p> <p>Proceedings of data modification and index building are trained (compute, recode etc.) and different techniques of univariate, bivariate and multivariate analysis of quantitative data are learned (frequencies, means, crosstabs, correlation analysis, regression analysis, analysis of variance, factor analysis etc.).</p> <p>This is an introductory course in our Master program Media and Communication Science that is open for international bachelor students.</p> 	Jun.-Prof. Dr. Emese Domahidi	3
<ul style="list-style-type: none"> <p>Specification Module: Critical Reading</p> <p>In this English-language course, you learn how to check empirical research papers for flaws and replicability. The papers will come from different areas of media psychology and communication science and will use different quantitative methods (e.g., surveys, experiments).</p> <p>This is a basic course in our Master program Media and Communication Science that is open for international bachelor students. You will give a presentation and write a term paper.</p> 	Dr. Rohangis Mohseni	6
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<ul style="list-style-type: none"> • Specification Module: Psychology of New Media and Technologies <p>In this English-language course, you learn how to systematically search for literature and conduct a narrative literature review. The topics for the literature search are derived from media psychology and psychology of technology.</p> <p>This is a basic course in our Master program Media and Communication Science that is open for international bachelor students. You will give a presentation and write a term paper.</p>		
<ul style="list-style-type: none"> • Specialization Module: Intercultural Communication <p>The participants get an overview on problems, theories, and findings of intercultural communication research taking into account all levels of communication, e.g. personal perceptions as well as interpersonal and mediated communication. Besides reviewing relevant readings and discussing academic studies, students will develop their knowledge about other cultures based on observations (of self and others) during class and free time. This will serve as a basis for developing intercultural communication skills and finding solutions for successful communication in intercultural environments.</p>	Prof. Dr. Martin Löffelholz and Irina Tribusean	6
<ul style="list-style-type: none"> • APC: Applied Statistics <p>In this English-language course with presence meetings and self-study elements, you get an introduction into applied statistics in the social sciences by studying the basics of descriptive and inferential statistics.</p> <p>This is an Advanced Preparatory Course (APC) in our Master program Media and Communication Science that is open for international bachelor students.</p> <p>You will submit one exercise and fill in a 40-questions catalogue on statistics and data analysis.</p>	Dr. Rpangis Mohseni and PD Dr. Sandra Pöschl-Günther	7
<ul style="list-style-type: none"> • APC: Quantitative and Qualitative Methods in Communication Science <p>In this English-language course with presence meetings and self-study elements, you get an introduction into the main research methods employed in Social Sciences.</p> <p>You will get to know the differences between qualitative and quantitative methods while you learn about all steps of the empirical research process, research designs, sampling, methods of data collection, and methods of analysis. In addition, you will acquire practical experience in developing instruments of data collection.</p> <p>This is an Advanced Preparatory Course (APC) in our Master program Media and Communication Science that is open for international bachelor students.</p> <p>You will submit theoretical and practical exercises throughout the course.</p>	Priscila Berger	8
<ul style="list-style-type: none"> • APC: Introduction to Communication Science 	Marius Becker	7

<p>In this English-language course with presence meetings and self-study elements, you get an introduction into communication science in general. Students will acquire basic knowledge about theories, concepts and fields of media and communication studies.</p> <p>This is an Advanced Preparatory Course (APC) in our Master program Media and Communication Science that is open for international bachelor students.</p> <p>You will take a written exam.</p>		
<p>8 English-language Master Courses suitable for international Bachelor Students with overall ECTS sum of 46 ECTS</p>	Sum	46