



Module Handbook for the Bachelor's Degree in Journalism

Department of Social Work, Health and Media (SGM)

Module Handbook BA Journalism SPO 24

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Nice to have you here! We have a lot to do!

It takes a good brain to produce good journalism. Anyone who wants to inform people clearly and explain things factually must acquire the necessary tools of the trade. The media are political and help shape the societies in which we live. In a market with an abundant supply of information there is an ever-increasing need for orientation - and for media professionals who are able to provide this guidance. Our aim is to turn you into such media professionals.

Your creativity, your input and your skills are needed to get to the bottom of all questions relating to quality journalism and contemporary media management. At Magdeburg-Stendal University of Applied Sciences we place great value on providing you with the excellent education that will enable you to do this work - an education that has a scientific basis and at the same time has a particular focus on practical skills.

Freedom of expression is a human right and a foundation of our democracy. Digitalisation makes it ever easier to share our own opinions openly and creates new dynamics in the formation of public opinion - at least wherever there the internet is freely accessible. As a result, forming an opinion is an increasingly complex task, as information is constantly available. Many people are overwhelmed.

When every subjective opinion becomes news and can achieve great reach, professional journalism becomes more important than ever. This basic right needs well-educated journalists who analyse facts and are able to understand and evaluate contexts. For opinion-forming to work, we need passionate media professionals with good ideas for rethinking the future of journalism including its economic future.

Programme content and structure

Practical and well thought-out - Alongside a sound university education, the Bachelor's programme in Journalism at Magdeburg-Stendal University of Applied Sciences provides extensive practical training in journalistic skills. It is "hands on" since real information has to be researched in real life. With each exercise, project and internship added together, the practical training amounts to around half of your study time. Your professors and lecturers are themselves media professionals with extensive industry experience.

In the 1st semester, the theoretical foundations of journalistic work are laid with an Introduction to Journalism Studies and courses in Media Economics and Media & Society. Students also immediately get started with practical work. Text, photographs, moving images or multimedia - what is it that inspires you? Straight away you will gain an initial insight into professional practice in research, audio, video, print, online, photographic composition and media technology. You will be able to decide, for example, whether, equipped with a camera and microphone, you want to produce a television report in Magdeburg city centre, put your own podcast online, or produce a print or radio project. Radio and television studios on the university campus - equipped with state-of-the-art technology - also provide space for your media production ideas to take flight.

This gives you solid basic knowledge before commencing the second semester as well as the ability to decide which area you would like to concentrate on during the rest of the programme. You will be able to choose between three areas of specialisation.

Specialisations

Politics

Informally, the media are known as the “fourth estate” in a country. Even if the media do not themselves make policy in the strictest sense of the word, they do undertake a political function with their reporting and their role in forming public opinion. Therefore, a good journalist needs to know how the executive, legislative and judiciary work. Who makes policy? Which players and institutions have an influence?

How much power do associations, international organisations and NGOs have? What are the latest findings in participation and election research? Which factors stabilise or destabilise politics? How do political decision-making processes work, how does modern democracy function?

In the specialisation in “Politics” you will become familiar with these relationships in national and also international politics. Critical analysis skills concerning political subject areas and developments will be taught.

Society and the Public Sphere

Anyone who wants to report on social developments needs both an understanding and basic knowledge of structures, social inequalities and power relationships in society/ies as well as the ability to reflect upon how journalists themselves are involved in such relationships and participate in and have an influence on these structures. These social questions and arrangements are, however, not only brokered in the media, but also in various different public arenas. With digitalisation, a wide range of public arenas and with them new dynamics have developed, which have an impact on social discourse.

The programme in Journalism at Magdeburg explores the relationship between society, media and public life. How are societies structured? How do social differences come about, especially in connection with dimensions such as gender, ethnicity or class, as well as inclusion and exclusion. How are social

attributions and positionings created?

Media in particular have a large influence on what is perceived to be real in society, and which social developments are considered to be relevant. This means that everyone who works in the media has a great responsibility towards society. In the specialisation in "Society and Public Life" you will learn the media practices, discourses and representations that help shape and analyse the social representation processes of inclusion and exclusion, and to competently address the topics of social inequality and societal developments.

Media Management

Journalism that aspires to inform, clarify and be investigative needs financial independence. The market for information has been fundamentally transformed by the internet. The business and revenue model with which media were highly profitable before the turn of the millennium, are falling away to some extent and are subject to considerable change.

When information and news are available everywhere, how, then, do journalists continue to create added value for their recipients? What are the opportunities of communicating with listeners, viewers or followers? What are the challenges faced by media management? And what responsibility do Google, Facebook et al take for the power with which they flood the market with information?

The specialisation in "Media Management" explores the strategic management of media companies. The digital transformation has fundamentally altered the competition and value-added structures of publishing houses, television and radio broadcasters. They are becoming multimedia providers and are pursuing diversification strategies. However, in future, too, it will be important for journalism to push through in the market. This will succeed if the providers react to the organisational transformation with innovative management approaches. In "Media Management" you will become familiar with methods for analysing, evaluating and shaping this

highly complex market with new management approaches. From a communication science perspective, you will gain knowledge and skills in the fields of media economics and strategic management.

Widening horizons: the semester abroad

In a globally networked world, it is important for media professionals to gain international experience. From the first semester of your Journalism degree at Magdeburg-Stendal University of Applied Sciences, you will attend classes in the English language. In all areas of specialisation there are English-language modules with international topics.

At our university, internationalisation is an issue that is addressed locally and throughout every department. We have received multiple awards and commendations, for example for a peer programme that supports foreign students and for the exemplary academic integration of refugees. We are proud of this fact.

Yet it is only when we experience everyday life in a country where another language is spoken for ourselves that we discover how society, politics and the media really work there. The 4th semester of the Bachelor's degree in Journalism at Magdeburg-Stendal University of Applied Sciences is designated for a stay abroad. You will be able to choose whether you would prefer to study in another country or gain practical experience. Cooperations with over 100 universities in 32 countries will facilitate the search for a suitable study placement. As a general rule you will not have to pay tuition fees at our partner universities, and the study credits achieved abroad can normally be easily credited. When searching for the right university or the right internship, your lecturers and professors will support you, whilst the International Office is there to assist with the formalities.

Modular study:

Your programme of studies can be individually tailored with a choice of modules. In putting together your curriculum you have the possibility to set areas of specialisation and consolidate your knowledge of your own particular areas of interest. The modular structure of our Bachelor's degree programmes forms the basis for the international comparability of study programmes and, for example, facilitates the recognition of credits achieved abroad.

Programme duration

The Bachelor's degree in Journalism is designed to be completed in a standard study duration of three years, that is, 6 semesters, and begins in the winter semester of each year. A total of 180 credit points are awarded for the entire course of studies. The programme concludes with the award of the internationally recognised degree of "Bachelor of Arts" (BA).

Programme organisation

The curriculum consists of different modules. In semesters 1 to 3 and 5, you will complete seminars, tutorials, colloquia, field trips, projects, lectures and workshops in the individual modules. The internships at home and abroad, which are completed in the fourth semester, constitute a separate module. The sixth semester is dedicated to producing the Bachelor's thesis.

Modules

Modules are the central organisational unit of a Bachelor's degree programme. They form the thematic link for several courses on an overarching topic which sometimes also continues over several semesters. In each semester you will take several modules which consist of different individual classes - for example lectures, seminars or practical journalistic tasks.

Whilst you are able to choose from compulsory elective and elective modules in accordance with your own preferences, other modules are mandatory for all students. In these compulsory modules you are required to complete examinations and assessments in order to successfully conclude your studies. Some modules build on one another.

Examinations and assessments

At least one examination is taken in every module. Examinations may be written exams, oral exams, term papers, presentations, assignments, practical journalistic tasks, projects, the technology pass or an attendance certificate. They are taken during the semester in which the module takes place or directly following on from it. In this way, the modules are completed as the study programme progresses. This results in a compact programme structure that makes it easier to keep to the standard study duration, unlike with study programmes where all examinations are taken at the end of the programme.

Credit points

A fixed number of credit points are awarded for each successfully completed module. Credit points in accordance with the European Credit Transfer System (ECTS) reflect the amount of time that must be expended in order to achieve the credit. Attendance at classes as well as preparation and any follow-up work are taken into account.

The number of credit points is clearly defined for each class. The number of credit points awarded per module differs. Sometimes, participation alone is sufficient, sometimes, certain assessments such as a term paper need to be completed.

Workload

Credit points are a kind of currency with which you are credited for the work undertaken to successfully complete the various modules. On average, the acquisition of one credit point requires between 25 and 30 hours of work. Each semester, around 30 credit points are obtained, which corresponds to around 40 hours of work per week and around 45 working weeks per year. With this workload you will achieve your degree with 180 credit points in a standard study duration of six semesters.

Module Handbook for the Bachelor's Degree in Journalism in the Department of Social Work, Health & Media at Magdeburg-Stendal University of Applied Sciences

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Programme	BA Journalism
Specialisation	
Module title	Introduction to Journalistic Skills
Compulsory/compulsory elective/elective	Compulsory
Number	1.1
Module coordinator	Claudia Nothelle
Courses that make up the module	Tutorial Writing for the Media 1 (2 WHS) Tutorial Journalistic Research (2 WHS) Tutorial Media Technology (4 WHS)
Content/ standards	<p>.</p> <p>In “Writing for the Media 1” students are taught a wide range of journalistic skills. The focus lies on mastering various journalistic forms of presentation, ranging from news reporting through to the production of comprehensive reports and commentaries. The students are instructed on how to independently draw up journalistic texts in order to develop and apply their writing skills. Through active participation in this tutorial, they will acquire the practical skills that they need for a journalistic career.</p> <p>In the “Journalistic Research” seminar, students acquire essential skills such as how to obtain information, evaluate sources and the principles of data analysis. These skills enable them to conduct effective research and produce high-quality journalistic content.</p> <p>The Media Technology tutorial is part of the students’ introduction to journalistic work. They acquire the necessary skills to be able to present journalistic content in a technically competent manner (video/audio/online).</p>
Learning objectives	<p>Development of comprehensive journalistic skills, including a range of presentational forms such as news reporting, reportage and commentary.</p> <p>Mastery of writing skills for independent journalistic texts.</p>

Acquisition of essential skills in obtaining information and evaluating sources.

Principles of data analysis to improve research quality.

Acquisition of skills for the excellent technical presentation of journalistic content.

Preparation for the requirements of modern journalism with increasing technical demands.

Examination/assessment Assignment

Teaching/learning volumes Total workload: 150 hrs
 Face-to-face learning: 72 hrs
 Independent study: 78 hrs
 Credit points: 5

Duration and frequency of course One semester, annually in the winter semester

Participation requirements None

Applicable programme BA Journalism

Miscellaneous

Programme	BA Journalism
Specialisation	
Module name	Language: English
Compulsory/compulsory elective/elective	Compulsory elective
Number	1.2
Module coordinator	Leigh Love
Courses that make up the module	Tutorial: English 1 (4 WHS) Tutorial: English II (4 WHS)
Content/standards	Producing and editing texts on current general and media policy topics Tutorials on oral and written expression Analysis of and reflection on language-related structures
Learning objectives	Ability to confidently turn knowledge of English into speech acts Acquisition of practical skill in interacting appropriately and professionally in common communicative situations, and critically reflecting on own behaviour Development of language skills in the areas of reading, listening, speaking and writing
Examination/assessment	Assessment: written exam (graded)
Teaching/learning volumes	Total workload: 300 hrs Face-to-face learning: 128 hrs Independent study: 172 hrs Credit points: 10
Duration and frequency of course	Duration: two semesters English 1 in the winter semester, English 2 in the summer semester
Participation requirements	1. 1st semester B2 level (GER) 2. 2nd semester: Completion of the English 1 tutorial/lecture is a prerequisite for the English 2 tutorial/lecture
Applicable programme	BA Journalism
Miscellaneous	

Programme	BA Journalism
Specialisation	
Module name	Media Economics
Compulsory/compulsory elective/elective Number	Compulsory 1.3
Module coordinator(s)	Prof. Dr. Anke Trommershausen
Courses that make up the module	Lecture: Introduction to Media Management (2 WHS) Lecture: Introduction to Media Economics (2 WHS)
Content/standards	<p><i>Introduction to Media Management:</i></p> <p>Students gain an insight into a wide range of topics, which are important for understanding the developments in the media industry. Core competences include an understanding of media organisations, their business model, sources of income and their performance systems.</p> <p>The fundamentals of strategic and operational management in media organisations are presented, these include the development of long-term visions, the setting of short-term objectives and the effective implementation of strategic plans, in order to satisfy the demands of the (media) market.</p> <p>Ultimately, marketing management deals with the question of how media organisations reach their target audiences effectively and how they can successfully market their content. This includes the elements of effective communication and interaction with different interest groups in the media industry. In this connection, the focus is on both internal and external stakeholders.</p> <p><i>Introduction to Media Economics:</i></p> <p>In this module, students are familiarised with the commercial aspects of the media industry. The modules centres on the basic concepts of the media economy, such as market economic systems, economic schools of thought and the new political economy.</p> <p>Another question addressed by the module is that of the media as an economic or cultural asset and the corresponding implications. One area of emphasis is on understanding competition and analysing the structures of different markets in which media products are offered and in demand.</p> <p>Furthermore, a comprehensive understanding of political decision-making and control systems is developed. The students learn how these systems influence the economic organisation of the media and recognise the importance of political regulations for the strategies of media companies.</p>
Learning objectives	<p>In the “Introduction to Media Management” module, students acquire essential skills in the strategic and operational management of media organisations. In the “Introduction to Media Management” module, students acquire essential skills in the strategic and operational management of media organisations. They learn how to understand business models, to</p>

define objectives and to effectively implement strategies. The focus is on appealing to target groups effectively and successfully marketing media content.

In the “Introduction to Media Economics” module, basic commercial principles of the media industry are conveyed, from market economic concepts to the analysis of media markets. Students develop an understanding of the influence of political decisions on media strategies and recognise the importance of political regulation.

This module prepare the students for making informed decisions in media management and for developing an in-depth understanding of the economic and political framework conditions of the media industry.

Examination/assessment	Written exam (graded)
Teaching/learning volumes	Total workload: 150 hrs Face-to-face learning: 64 hrs Independent study: 86 hrs Credit points: 5
Duration and frequency of course	One semester, annually in the winter semester
Participation requirements	None
Applicable programme	BA Journalism

Programme	BA Journalism
Specialisation	
Module name	Media and Society
Compulsory/compulsory elective/elective	Compulsory
Number	1.4
Module coordinator(s)	Prof. Dr. Elke Grittmann/Prof. Dr. Eric Chauvistré
Courses that make up the module	Lecture: Media and the Public Sphere (2 WHS) Lecture: Introduction to Politics (2 WHS)
Content/standards	<p>The module conveys the theoretical and professionally relevant fundamentals of journalism research. The importance of media and journalism is related in particular to politics in democracies.</p> <p>The “Media and the Public Sphere” lecture provides an overview of the constitutionally prominent role of the media and journalism and the main framework conditions. It deals with central theories of journalistic message production, distribution and reception in the age of digitalisation.</p> <p>The “Introduction to Politics” lecture places the emphasis on the political system of the Federal Republic of Germany and above all explains constitutional principles, names the political institutions and stakeholders and analyses political processes. The focus is on the question of democracy as the basis of social and political communication in its interaction with stakeholders in the media and politics.</p>
Learning objectives	<p>The students develop an in-depth understanding of journalistic framework conditions, structures and ways of working. They will acquire knowledge of key journalism research theories and understand the societal functions and importance of political communication in journalism. Moreover, they will develop an in-depth understanding of political systems, especially those of the Federal Republic of Germany, and analyse the interactions between media, politics and public life. A further central aim is to promote the critical reflection upon the student's own position and role in the journalistic process.</p> <p>.</p>
Examination/assessment	Written examination (graded)
Teaching/learning volumes	<p>Total workload: 150 hrs</p> <p>Face-to-face learning: 72 hrs</p> <p>Independent study: 78 hrs</p> <p>Credit points: 5</p>
Duration and frequency of course	One semester, annually in the winter semester
Participation requirements	None
Applicable programme	BA Journalism
Miscellaneous	

Programme	BA Journalism	
Specialisation		
Module name	Introduction to Media Production	
Compulsory/compulsory elective/elective	Compulsory	
Number	1.5	
Module coordinator(s)	Prof. Dr. Claudia Nothelle	
Courses that make up the module	Compulsory Tutorial: Journalistic Interview (2 WHS)	
	Compulsory elective (one tutorial must be selected)	Tutorial: Media Production - Audio (2 WHS) Tutorial: Media Production - Video (2 WHS) Tutorial: Media Production - Print (2 WHS) Tutorial: Media Production - Online (2 WHS)
Content/standards	Tutorial: Journalistic Interview (2 WHS) (Compulsory) In this tutorial, students develop the skills for conducting professional interviews and extracting relevant information, in order to produce high quality journalistic content. Tutorial: Media Production (Audio, Video, Print, Online) (2 WHS) In this tutorial, students are given a practical introduction to the production of journalistic content for either audio, video, print or online media. The tutorial comprises specific production expertise for the individual types of output, with journalistic skills (research, dramatic composition, design) taking centre stage, in order to prepare students for putting media-specific products into practice in a creative and target group-oriented manner.	
Learning objectives	The students acquire essential journalistic competences. They develop professional interview techniques, build on their writing skills for the different journalistic genres and media, and expand their technical know-how for media production in the individual types of output (audio, video, print and online).	
Assessments and examinations	Ungraded module assessment: Proof of participation in all courses that are part of the module (Technology Pass)	
Teaching/learning volumes	Total workload: 300 hrs Face-to-face learning: 128 hrs Independent study: 172 hrs Credit points: 10	

Duration and frequency of course	One semester, annually in the winter semester
Participation requirements	None
Applicable programme	BA Journalism

Programme	BA Journalism
Specialisation	
Module name	Transformation of Media Institutions
Compulsory/compulsory elective/elective	Compulsory
Number	2.1
Module coordinator(s)	Prof. Dr. Eric Chauvistré
Courses that make up the module	Lecture: Journalism and the Newsroom (2 WHS) Lecture: Media History (2 WHS)
Content/standards	<p>Module description: Transformation of Media</p> <p>In the sub-module “Journalism and the Newsroom”, students are familiarised with the evolution and current challenges of newsrooms and media institutions. The focus lies on understanding and applying editorial management principles, including the planning of resources, the management of personnel and optimising workflows. Furthermore, students also develop a profound understanding of the effects of the digital transformation on journalism, as well as the ability to make strategic use of these changes and make decisions that correspond with the dynamic requirements of the media market.</p> <p>In the field of media history, the students gain insights into the development of journalistic institutions and media landscapes. Through the analysis of societal, technological and political influences on the media over time, they develop the ability to interpret historic developments and evaluate their effects on the present-day media landscape. This includes a critical examination of changes and reflection upon the importance of historical events for journalism today. The objective is to enable students to understand the past and, on this basis, develop informed perspectives on the future of journalism.</p>
Learning objectives	<p>In the “Transformation of Media” module, the students gain an in-depth understanding of the effects of the digital transformation on media institutions and learn how to successfully utilise these changes. They are trained in strategic decision-making in newsrooms, in order to effectively face up to the dynamic requirements of the media market. In addition, they will consolidate their knowledge of the historical development of media institutions and media landscapes. They will recognise critical reflection upon historical developments and their importance for the present-day media landscape as important lines of development for evolving an informed perspective on the future of journalism.</p>

Examination/assessment	Part-assessment in Media and Communication Theory: Written exam / take-home exam (graded) Part-assessment in Writing for the Media 2: writing of a journalistic text (graded)	
Teaching/learning volumes	Total workload:	150 hrs
	Face-to-face learning:	64 hrs
	Independent study:	86 hrs
	Credit points:	5
Duration and frequency of course	One semester, annually in the summer semester	
Participation requirements		
Programme	BA Journalism	
Specialisation		
Module name	Applied Media Production	
Compulsory/compulsory elective/elective	Compulsory elective	
Number	2.2	
Module coordinator(s)	Prof. Dr. Claudia Nothelle/Prof. Uwe Mann	
Courses that make up the module	Compulsory	Seminar: Advanced Layout, Video and Audio Editing (2 WHS) Seminar: Writing for the Media II (2 WHS) Introduction to Scientific Writing (2 WHS)
	Compulsory elective (2 seminars must be selected from the range)	Media Production - Video, Media Production - Audio, Media Production - Text, Media Production - Online Photography - Photo Lab / Photographic Composition Audiovisual Montage / Anchoring - Hosting Talking in the Media etc.
Content/standards	Compulsory seminars:	
	Tutorial: Writing for the Media II (2 WHS) This tutorial consolidates the writing and target-group oriented communication skills acquired during the basic course in order to produce journalistic texts to a professional level.	
	Tutorial: Introduction to Scientific Working (2 WHS)	

In this tutorial, students develop the skills to conduct academic research, deal with literature and apply scientific methods.

Content/standards

Compulsory elective area: Teaching of the media-specific technical, design and editorial principles to enable students to make independent contributions for the different forms of output.

In every seminar in this module, moreover, criteria are devised that enable a critical reflection on the different journalistic forms of presentation.

Learning objectives

The students acquire basic knowledge of editorial, technological and design standards in the different media. They work through the technical and content-related/editorial principles that are necessary for producing their own journalistic contributions in the different forms of output. The objective is to enable the students to produce informed journalistic content.

In addition, in this module, the students deal with the basics of scientific working and learn to recognise the differences and similarities between journalistic and scientific ways of working.

Assessments and examinations

Proof of participation in the two compulsory seminars and two further seminars from the compulsory elective area of the module and the completion of the respective tutorial tasks. Assignment - usually as a media project - as an assessment in compulsory elective modules. The average is calculated from the part grades (2 from 7).

Teaching/learning volumes

Total workload:	300 hrs
Face-to-face learning:	160 hrs
Independent study:	140 hrs
Credit points:	10

Duration and frequency of course

Duration: two semesters
Seminar: “Basics of Layout and Video Editing” in the summer semester:
“Interview” in the winter semester
Compulsory elective programmes take place every semester

Applicable programme

BA Journalism

Miscellaneous

The seminars from the compulsory elective range should be carefully considered in conjunction with the seminars from module 5.2. In the fields of video / audio / online and print, there are basic and advanced seminars that build on one another and may be selected accordingly.

Programme	BA Journalism
Specialisation	Area of concentration Politics
Module name	Politics
Compulsory/compulsory elective/elective	Compulsory
Number	2.3.1
Module coordinator(s)	Eric Chauvistré
Courses that make up the module	Lecture: Global and European Politics (2 WHS) Seminar: Introduction to American Politics and Media (2 WHS)
Content/st andards	<p>The “Global and European Politics” lecture consolidates students’ understanding of the dynamics and challenges of international politics. It offers an overview of the mechanisms of political policy formation on a global and European level, with the emphasis on analysing political, social and economic developments. Students gain insights into the processes of agenda setting and the policy cycle, with particular emphasis being placed on the effects of these processes on society and media reporting. The aim is to promote critical analytical skills for evaluating international political events and reporting upon them.</p> <p>Seminar:</p> <p>The course deals with US politics and government at federal and state level. It looks at the question of how media and political institutions shape public thinking and the public debate about social problems, cultural norms and rules as well as media policy itself. The course analyses how media technologies, practices and formats influence political decision-making and how political forces influence media institutions.</p>
Learning objectives	<p>The students learn the basic empirical and theoretical concepts for analysing global and European politics. They acquire knowledge of the conditions under which modern democracies function and remain stable as well as an in-depth understanding of political policy formation and decision-making processes on an international and European level. The ability to understand and critically scrutinise complex political relationships is fostered, as well as the skills to analyse and evaluate political developments and strategies within different political systems.</p> <p>This module also consolidates the understanding of the political system in the United States, by familiarising students with its operating principles and governance mechanisms. The emphasis is on developing critical thinking skills and the ability to produce a differentiated analysis of political topics and developments, above all in relation to the United States. The objective is to teach the students to critically scrutinise political processes and decisions and to produce competent analyses of political events.</p>

Examination/assessment	Assessment: written exam / term paper
Teaching/learning volumes	Total workload: 150 hrs Face-to-face learning: 64 hrs Independent study: 86 hrs Credit points: 5
Duration and frequency of course	One semester, annually in the summer semester
Applicable programme	BA Journalism

Miscellaneous

Programme	BA Journalism
Specialisation	Area of concentration Society and the Public Sphere
Module name:	Society and Politics: Theories, Concepts & Findings
Compulsory/compulsory elective/elective Number	Compulsory elective 2.3.2
Module coordinator(s)	Elke Grittmann
Courses that make up the module	Lecture: Society and Politics: Society and Politics: Theories, Concepts & Findings (2 WHS) Seminar: Introduction to American Society and Media (2 WHS)
Content/ standards	<p>This module is concerned with the relationship between media, culture and society and understands the public realm as the central space in society for negotiating cultural and societal topics.</p> <p>It deals with media as the central actors in public exploration and with the cultural discourse about current social problems.</p> <p>It examines in particular the relationship of media, the public realm and social inequalities, the development of identities and social community building as well as social inclusion and exclusion.</p> <p>To this end, fundamental theories and approaches to critical media and social analysis are conveyed and applied in relation to case studies, including cultural studies, feminist and post-colonial theories.</p> <p>The “Introduction to American Society and Media” seminar conveys a fundamental understanding of American society and its media landscape. It illuminates the demographic and cultural diversity of the USA, including the role of social movements. The students analyse the influence of traditional and digital media on political communication and public opinion. In addition, the course covers the presentation of cultural identities in the media and the impacts of the digital transformation on the production and dissemination of news.</p>
Learning objectives	Students acquire fundamental theoretical and empirical knowledge of the interrelationships between media, culture and society in this module. They develop a critical understanding of the public sphere and societal structures that includes the analysis of social power relationships and inequalities, especially in the context of media reproduction and societal transformation processes. The skills to reflect upon the transformation of public realms and the role of journalism in democracy are facilitated, with particular attention being paid to the presentation of different social groups and identities.
Examination/assessment	Term paper (graded)

Teaching/learning volumes	Total workload:	150 hrs
	Face-to-face learning:	64 hrs
	Independent study:	86 hrs

Duration and frequency of course One semester, annually in the summer semester

Participation requirements None

Applicable programme BA Journalism

Miscellaneous

Programme	BA Journalism
Specialisation	Area of concentration: Media Management Module name Digital
Transformation and	Media Management
Compulsory/compulsory elective/elective Number	Compulsory elective 2.3.3
Module coordinator(s)	Prof. Dr. Anke Trommershausen
Courses that make up the module	Lecture: Digital Transformation and Media Management (2 WHS) Seminar-style lecture: Development of Specific Media Management Competencies (2 WHS)
Content/st andards	<p>The “Digital Transformation and Media Management” lecture prepares students for understanding the challenges posed and opportunities presented for media companies by the digital transformation. The focus is on the transformation of the competitive environment, the transformation of value-added structures and the renewal of business models. Students learn to shape organisational change, conduct competitive and market analyses and practice strategic management in the digital era. Content such as project management, management of uncertainty, agile management and scrum convey the necessary competences for the leadership and development of media companies in the context of digital innovations.</p> <p>The seminar-style lecture on the development of specific media management skills consolidates key lecture themes and expands them to include core areas such as personnel management, innovation management, ethics management, project management and the management of virtual teams. The objective is to provide students with a comprehensive understanding of the different aspects of media management and to prepare them for taking on leadership and creative tasks in the media industry.</p>
Learning objectives	In this module, the students gain knowledge of the key concepts of management and organisational theory in the context of media economy research into transformation and digitalisation. They develop analytical competences by working through case studies, carrying out literature reviews and analysing secondary data. Moreover, they consolidate their knowledge in specific management tasks and hone their abilities to reflect upon and analyse the digital transformation in media companies as well as changing strategic concepts.
Examination/assessment	Term paper (graded)
Teaching/learning volumes	Total workload: 150 hrs Face-to-face learning: 64 hrs Independent study: 86 hrs Credit points: 5

Duration and frequency of course	One semester, annually in the summer semester
Participation requirements	Successful participation in module 1.3
Applicable programme	BA Journalism
Miscellaneous	

Programme	BA Journalism
Specialisation	
Module name	Newsroom in the Classroom / Project
Compulsory/compulsory elective/elective Number	Compulsory 2.5
Module coordinator(s)	Prof. Dr. Claudia Nothelle
Courses that make up the module	Seminar (6 WHS)
Content/standards	<p>Mock newsroom:</p> <p>In the mock newsrooms, the students work on their own media products in an environment that is as close as possible to reality. They take over responsibility for regularly producing a programme, a social media format, an online site etc. This involves the traditional journalistic steps ranging from topic identification and research through to media-specific implementation. At the same time, the students develop different editorial and production structures and take on roles from senior duty editor and production management through to social media manager. Taking a specific example, they will conduct a debate about journalistic standards in editorial conferences.</p> <p>The mock newsroom involves students from all semesters of the Journalism programme.</p> <p>Training projects:</p> <p>in research training projects, students devise and develop their own independent research project, i.e.</p> <ul style="list-style-type: none"> • devising research questions, theoretical foundations and their operationalisation • development of research design for empirical studies • familiarisation with creative techniques • research or task-related teamwork • development of own ideas and preparation of presentations • presentation and marketing <p>The tasks of the students are aligned with professional practice and reflect their respective state of knowledge in accordance with the semester in which they are currently studying.</p> <p>In practical training projects they are required to deal with very specific tasks from the field of editorial and production work, e.g.:</p> <ul style="list-style-type: none"> • an extensive piece of research and subsequent development of their own journalistic product • the development of new programme ideas and familiarisation with the framework conditions • development of target group-oriented concepts • use of digital tools for collaboration in teams • working with the various project management steps
Learning objectives	<p>Mock newsroom:</p> <p>In the mock newsroom, students learn to identify topics and to research more complex issues. They expand their skills in</p>

editorial and organisational operations and gain a thorough grounding in future professional roles.

They consolidate their journalistic skills, knowledge of different production techniques, can differentiate between different presentational forms and develop their own journalistic self-image.

The aim of the mock newsroom is for the students to develop and enhance their team skills, as well as learning to take on responsibility and leadership roles.

Ultimately, they will acquire the ability, not only to work editorially, but also to critically reflect upon their work.

Training project:

During their projects, the students acquire the ability to develop, plan and execute their own (research) project. They learn how to analyse and evaluate studies.

In addition, they are able to apply basic scientific methods and creative techniques and consolidate their knowledge of them.

In the project they acquire basic expertise in project management, develop their team skills, enhance them and take on responsibility and leadership tasks.

Examination/assessment	Project (graded)		
Teaching/learning volumes	Total workload:	300 hrs	
	Face-to-face learning:	96 hrs	
	Independent study:	204 hrs	
	Credit points:	10	
Duration and frequency of course	One semester, annually in the summer semester		
Participation requirements	None		
Applicable programme	BA Journalism		

Miscellaneous

**Programme
Specialisation
Module name
Compulsory/compulsory
elective/elective
Number**

BA Journalism

Media Law and Ethics

**Compulsory
3.1**

Module coordinator(s)

Elke Grittmann

**Courses that make up
the module**

Lecture: Media Law (2 WHS)
Seminar-style lecture: Media Quality and Ethics (2 WHS)

Content/standards

Lecture in Media Law:

The lecture on media law deals with fundamental aspects of media law with the focus on the German legal system, including the basic principles and relevant legal framework conditions. The lecture provides a comprehensive understanding of the legal foundations in the areas of radio, press and tele media.

The lecture also shows how legal instruments such as counterstatements, injunctions and retractions can be used to defend against unlawful statements. The students learn to understand the legal limits of defamation and satire and to differentiate between statements of fact and expressions of opinion. A further area of emphasis is the rights of the individual in the media context, especially the analysis and evaluation of conflicts between freedom of expression and protection of privacy.

Seminar-style lecture: Quality and Ethics

In the course on “Quality and Ethics”, students gain an in-depth understanding of basic journalistic issues. They learn to identify ethical challenges in journalism and to analyse them using different ethical theories and approaches. A further area of focus is the acquisition of skills in quality management for media content, including the methods for improving journalistic processes.

Learning objectives

In this module, the students acquire the ability to identify issues relating to media law, critically evaluate them and to reflect upon legal aspects of media work in a differentiated and application-oriented manner. They develop a strong sense of justice and examine the actual legal situation in order to critically scrutinise and compare it. In addition, they consolidate their understanding of the essential role of quality and ethics in the field of the media and journalism. The students acquire important skills for clearly defining quality criteria, applying them in the professional context and integrating ethical principles into their everyday journalistic lives. They learn to recognise and analyse ethical challenges and dilemmas and develop solutions that comply both with journalistic standards and ethical guidelines. These comprehensive skills prepare the students for making a significant contribution to promoting quality journalism and ethical integrity in the media landscape.

Assessments and examinations	Written exam / term paper (graded)
Teaching/learning volumes	Total workload: 150 hrs Face-to-face learning: 64 hrs Independent study: 86 hrs Credit points: 5
Duration and frequency of course	One semester, annually in the winter semester
Participation requirements	None
Applicable programme	BA Journalism
Miscellaneous	

Programme	BA Journalism	
Specialisation		
Module name	Media Research	
Compulsory/compulsory elective/elective	Compulsory	
Number	3.2	
Module coordinator(s)	Prof. Dr. Jan Pinseler	
Courses that make up the module	Lecture: Media Research (2 WHS) Seminar: Media Research (2 WHS)	
Content/standards	<p>Quantitative and qualitative methods of media research; fundamentals of impact research; fundamentals of social science research methodology; illustrative application of media research methods to different questions</p> <p>1) Seminar-style lecture: Introduction to key problem areas and questions of media and impact research</p> <p>2) Lecture: systematic overview of the principles of empirical media research, its methods and respective areas of application, exemplary introduction of media research working methods</p>	
Learning objectives	<p>Skills and capabilities in the analysis of media products and their reception; ability to understand and critically evaluate scientific studies</p> <p>Capabilities in the development of questions for a systematic analysis of media products, their reception and production; honing of methodological reflectivity; independent knowledge acquisition skills</p>	
Assessments and examinations	Written exam (graded)	
Teaching/learning volumes	Total workload:	150 hrs
	Face-to-face learning:	64 hrs
	Independent study:	86 hrs
	Credit points:	5
Duration and frequency of course	One semester, annually in the winter semester	
Applicable programme	BA Journalism	
Miscellaneous		

Programme	BA Journalism
Specialisation	Area of concentration Politics
Module name	Democratic Institutions
Compulsory/compulsory elective/elective	Compulsory elective
Number	3.3.1
Module coordinator(s)	Prof. Dr. Eric Chauvistré
Courses that make up the module	Seminar-style lecture: Democratic Institutions
Content/standards	In the course, the students are concerned with the role and operation of democratic institutions within different political systems. Contents cover an introduction to the basic principles of democracy, the examination of specific institutions such as parliaments, courts and administrative bodies as well as analysing their importance for the maintenance of democratic processes and media freedom.
Learning objectives	The participants develop a profound understanding of the structure and challenges faced by democratic institutions. Students learn to critically analyse the interactions between the media and democratic institutions and to reflect upon the importance of an independent press for democracy. They acquire the skills to present complex political content in a clear manner and to contribute to the public discussion of democratic processes.
Examination/assessment	Assessment: Term paper (graded)
Teaching/learning volumes	Total workload: 150 hrs Face-to-face learning: 64 hrs Independent study: 86 hrs Credit points: 5
Duration and frequency of course	One semester, annually in the winter semester
Applicable programme	BA Journalism
Miscellaneous	

Study programme	BA Journalism
Specialisation	Area of concentration II: Society and the Public Sphere
Module name	Society and the Public Sphere
Compulsory/compulsory elective/elective	Compulsory elective
Number	3.3.2
Module coordinator(s)	Prof. Dr. Elke Grittmann
Courses that make up the module	Seminar-style lecture: Social Conflicts and the Public Sphere (2 WHS)
Content/standards	<p>The focus of this module is the critical analysis of media and mediated public spheres and discourses in/about social conflicts as they can be observed both within and between societies and/or nation states.</p> <p>It also covers the relationship between media, participation and power and conveys a basic understanding of the connection between social conflicts and media and/or mediated communication, such as social movements, protest and publicity.</p>
Learning objectives	<p>In this module, the students acquire in-depth knowledge of theories of publicity and discourse as well as a profound understanding of the relationship between media, power and participation. They examine the relationship of social conflicts to the media and develop the ability to independently develop theories and discuss them in a practical context. In addition, they gain skills enabling them to classify theoretical positions within empirical studies in this field, which enables them to critically analyse and interpret complex media-related phenomena.</p>
Examination/assessment	Term paper (graded)
Teaching/learning volumes	Total workload: 150 hrs Face-to-face learning: 36 hrs Independent study: 114 hrs Credit points: 5
Duration and frequency of course	One semester, annually in the winter semester
Applicable programme	BA Journalism
Miscellaneous	

Programme	BA Journalism
Specialisation	Area of concentration: Media Management
Module name	
Compulsory/compulsory elective/elective	Compulsory elective
Number	3.3.3
Module coordinator(s)	Prof. Dr. Anke Trommershausen
Courses that make up the module	Seminar-style lecture: Financing the Media (2 WHS) Seminar-style lecture: The Business of American Media (2 SWS)
Content/standards	<p><i>Financing the Media:</i> The seminar-style lecture in “Financing the Media” covers different types of financing of media companies, from traditional advertising and user revenues to the newer forms such as venture capital and crowdfunding. The students learn the basics of external accounting, including Profit and Loss and Balance Sheet accounting and explore the special features of these aspects in media companies. Practical applications of P&L statements and balance sheets are worked through using case studies of media companies.</p> <p><i>The Business of American Media:</i> The Business of American Media seminar offers an overview of the US media system, including its historical development, financing mechanisms and regulatory structures. The participants examine the current challenges of refinancing of media offerings and explore more recent models such as crowdfunded journalism and non-profit journalism. The aim is to develop a profound understanding of the dynamics and innovations in the US media market and to gain critical insights into current and future developments.</p>
Learning objectives	<p>In this module, the participants learn about key concepts in external accounting, especially understanding and drawing up balance sheets and profit and loss accounts (P&L). Students identify the special features of balance sheets in media companies and understand the basic forms of refinancing. The aim is to make students capable of critically analysing the financial reports of media companies and applying informed knowledge in the financing of media projects.</p> <p>Participants in the “Business of American Media” seminar develop an in-depth understanding of the structures and challenges of the US media system, including its historic roots, financing mechanisms and regulatory framework conditions. They acquire the ability to analyse current financing problems and are in a position to understand and evaluate innovative financing models such as crowdfunded journalism and non-profit journalism and to understand innovative approaches to media financing.</p>

Examination/assessment	Assessment: written exam (graded)	
Teaching/learning volumes	Total workload:	150 hrs
	Face-to-face learning:	64 hrs
	Independent study:	86 hrs
	Credit points:	5
Duration and frequency of course	One semester, annually in the winter semester	
Applicable programme	BA Journalism	

Miscellaneous

Programme	BA Journalism
Specialisation	
Module name	Newsroom in the Classroom/Project
Number	3.5

Module coordinator(s)	Prof. Dr. Claudia Nothelle
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Courses that make up the module	Seminar (6 WHS)
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Detailed description under 2.5

Programme	BA Journalism
Specialisation	
Module name	Internship/study abroad
Compulsory/compulsory elective/elective	Compulsory
Number	4.1

Module coordinator(s)	Prof. Dr. Claudia Nothelle / Leigh Love for study semester abroad
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Courses that make up the module	Internship/semester at a foreign university
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Content/standards

Internship abroad:

For the 12-week internship abroad, students work in a non-German-speaking environment, be it in an editorial team, broadcaster, publishing house, agency or NGO. The aim is to compare the knowledge they have acquired at the university with professional practice. This offers a unique opportunity to experience working in a way that is typical for the profession in an international context, to consolidate linguistic and organisational skills and to expand media and communication-specific knowledge. The internship facilitates the enhancement of professional and intercultural competences.

Study semester:

during the semester abroad, the students enrol for one semester at one of the partner universities. Depending on the programmes offered by the host university, they acquire specific knowledge about the media landscape and journalism work in the host country. By arrangement, the semester abroad may also be completed as a so-called “free mover”, in a non-partner university.

Learning objectives

Not only does the semester abroad offer insights into journalistic practices and media landscapes outside of the German-speaking world, it also facilitates the development of intercultural competences and language skills. The objective is to develop a comprehensive understanding of the cultural and social contexts of journalism in the host country. These experiences make a significant contribution to the students’ academic and professional development, broaden horizons and deepen understanding of international media contexts.

Examination/assessment	Ungraded module assessment: Internship report
Teaching/learning volumes	450 hrs (corresponds to 12 weeks of full-time employment) Credit points: 15
Duration and frequency of course	4th semester The period of time abroad can be completed as full-time employment or as a study semester in accordance with the arrangements in force in the host country.
Applicable programme	BA Journalism
Miscellaneous	<p>The students search for internship positions themselves, but, if possible, will be supported in this by the professors.</p> <p>Before commencing the internship, it is essential that they have their position confirmed by one of the professors.</p> <p>Prior agreement must be obtained for a course of studies at a foreign university.</p>

Programme	BA Journalism
Specialisation	
Module name	Internship
Compulsory/compulsory elective/elective Number	Compulsory 4.2
Module coordinator(s)	Prof. Dr. Claudia Nothelle
Courses that make up the module	Internship
Content/standards	The 12-week domestic internship, which can also be undertaken in another German-speaking country, offers students practical experience in the media industry. At least six weeks of the internship must be spent in a current newsroom, where the participants gain profound insights into everyday working life and become familiar with ways of working that are typical of the profession. Working in editorial offices makes it possible to put the theoretical knowledge from their studies into practice and to consolidate the core journalistic competences of research - writing - video/audio production.
Learning objectives	The students enhance their professional organisational skills, acquire further experience in companies and institutions and have the opportunity to try out new roles and occupations. Students should also acquire knowledge of professional networks in order to expand their professional horizons and improve their professional prospects.
Examination/assessment	Ungraded module assessment: Internship report
Teaching/learning volumes	450 hrs (corresponds to 12 weeks of full-time employment) Credit points: 15
Duration and frequency of course	4th semester It is possible to divide the full duration into separate internships. The German internship must be undertaken in the form of full-time employment in a company or institution relevant to the course of studies and can also be completed abroad upon request.
Applicable programme	BA Journalism
Miscellaneous	<p>The students search for internship positions themselves, but, if possible, will be supported in this by the professors.</p> <p>Before commencing the internship, it is essential that they have their position confirmed by one of the professors.</p>

Programme	BA Journalism
Specialisation	
Module name	Journalism Research
Compulsory/compulsory elective/elective	Compulsory
Number	5.1
Module coordinator(s)	Prof. Dr. Elke Grittmann
Courses that make up the module	Lecture: Media and Communication Theory (2 WHS) Research Project (4 WHS)
Content/standards	<p>The “Media and Communication Theory” lecture offers a comprehensive overview of relevant theories, models and approaches from various disciplines such as Cultural Studies, Media Culture, Media Studies, Communication Science, Cultural Studies and Sociology. The focus lies on applying these theoretical principles to mediated and journalistic forms of communication. The objective is to give students a profound understanding of the complexity and diversity of journalistic communication.</p> <p>The research project helps with the intensive exploration of a current research question in the field of journalism. Students learn to develop a scientific question either independently or in a team, to research relevant literature and to carry out a methodologically sound investigation. The aim is to convey competences relating to the scientific way of working, critical analysis and the presentation of research findings as preparation for the Bachelor’s thesis.</p>
Learning objectives	<p>The students develop a comprehensive understanding of theories, models and approaches from disciplines such as Cultural Studies, Media Culture and Communication Science. They learn to apply these to forms of journalistic communication and to grasp the complexity and diversity of journalistic communication.</p> <p>In the research project, the participants acquire in-depth skills in the scientific exploration of a relevant issue. Through the methodologically sound investigation of a current issue in journalism, they will expand their capabilities in terms of critical analysis and the presentation of research findings. The project is valuable preparation for the Bachelor’s thesis.</p>
Assessments and examinations	Assignment (graded)
Teaching/learning volumes	Total workload: 150 hrs Face-to-face learning: 64 hrs Independent study: 86 hrs Credit points 5

Duration and frequency of course	One semester, annually in the winter semester
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Applicable programme	BA Journalism
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Miscellaneous

Programme	BA Journalism	
Specialisation		
Module name	Applied Media Production (2 from eight)	
Compulsory/compulsory elective/elective	Compulsory elective	
Number	5.2	
Module coordinator(s)	Prof. Dr. Claudia Nothelle	
Courses that make up the module	<p>Compulsory: Digital Media (2 WHS)</p> <p>Compulsory elective (2 seminars must be selected from the range) Media Production - Audio 2 WHS Media Production - Video 2 WHS Media Production - Text 2 WHS Media Production - Online 2 WHS Photography/Photo Lab 2 WHS Photographic Composition II 2 WHS Audiovisual Montage 2 WHS Anchoring – Hosting 2 WHS Talking in the Media 2 WHS etc</p>	
Content/standards	<p>As part of this module, students are trained in various journalistic design forms and media, with the aim of setting their own focal areas. They will learn about media-specific workflows, address journalistic dramaturgy and produce their own journalistic contributions by applying specified rules. By analysing practical examples, they will gain insight into different editorial approaches and journalistic quality criteria.</p> <p>The compulsory “Digital” seminar specifically prepares the students for journalistic work in innovative environments - for example working with AI, new presentation forms for social media and also data journalism questions.</p>	
Learning objectives	<p>The students gain in-depth knowledge in the editorial, technological and design standards of different media. They learn to apply design rules in a practice-oriented way, to expand their technical and content-related editorial skills in order to produce their own journalistic contributions and to critically analyse and reflect upon journalistic products.</p>	

Examination/assessment	Assessment: project (graded). The module grade is made up of the grades for the three seminars from the compulsory elective range of programmes (average grade)
Teaching/learning volumes	Total workload: 300 hrs Face-to-face learning: 96 hrs Independent study: 204 hrs Credit points: 10
Duration and frequency of course	One semester, offered in both the winter and summer semesters
Requirement	Basic knowledge in the respective media (video/audio/online) is a requirement for the advanced seminars. Usually this must be evidenced by proven attendance of the relevant basic seminar.
Applicable programme	BA Journalism

Programme	BA Journalism
Specialisation	Area of concentration: Politics
Module name	Politics
Compulsory/compulsory elective/elective	Compulsory elective
Number	5.3.1
Module coordinator(s)	Prof. Dr. Eric Chauvistré
Courses that make up the module	Seminar-style lecture: Politics and Disinformation (2 WHS)
Content/standards	<p>Seminar-style lecture: Politics and Disinformation</p> <p>In this course, students are familiarised with the mechanisms and impacts of political processes. The course examines disinformation dissemination strategies and their influence on public opinion and democratic decisions. The focus is on the role of social networks as well as state and non-state actors in the production of disinformation. By analysing current examples, the students will develop skills in evaluating news sources and learn strategies for promoting an informed public.</p>
Learning objectives	<p>The students gain a profound understanding of the role and effects of disinformation in political contexts. They develop critical analytical skills for identifying and evaluating disinformation strategies and their influence on public opinion and democracy. Furthermore, they acquire competences in the application of ethical guidelines for assessing and combating disinformation. The aim is to promote the skills to make informed and reflective contributions to strengthening the quality of information and integrity in public discourse.</p>
Examination/assessment	<p>Assessment: Term paper (graded)</p> <p>Coursework: presentation</p>
Teaching/learning volumes	<p>Total workload: 150 hrs</p> <p>Face-to-face learning: 36 hrs</p> <p>Independent study: 114 hrs</p> <p>Credit points: 5</p>
Duration and frequency of course	One semester, annually in the winter semester
Applicable programme	BA Journalism
Miscellaneous	

Programme	BA Journalism
Specialisation	Area of concentration: Society and the Public Sphere
Module name	
Compulsory/compulsory elective/elective	Compulsory elective
Number	5.3.2
Module coordinator(s)	Prof. Dr. Elke Grittmann
Courses that make up the module	Seminar-style lecture: Society and Social Change (2 WHS)
Content/standards	The “Society and Social Change” lecture examines the interrelationship between changes in society and the media. It focuses on analysing how technological, social, cultural and economic transformation processes influence media and public communication as well as the choice of topics. A particular emphasis is placed on the changes to public spheres under the influence of media and societal transformations, including from an international perspective. Students work intensively on relevant theories, approaches and empirical findings, in order to develop a profound understanding of these dynamic processes.
Learning objectives	As part of the seminar-style lecture, the students develop the skills to work on a defined topic independently, to select appropriate theoretical approaches and scientific methods and to apply them to practical problems. They learn to apply scientific methods to their own research topics and to consolidate their understanding of the relationship between the transformations in society and the media.
Examination/assessment	Assessment: project
Teaching/learning volumes	Total workload: 150 hrs Face-to-face learning: 36 hrs Independent study: 114 hrs Credit points: 5
Duration and frequency of course	One semester, annually in the winter semester
Applicable programme	BA Journalism
Miscellaneous	

Programme	BA Journalism
Specialisation	Area of concentration: Media Management
Module name	
Compulsory/compulsory elective/elective	Compulsory elective
Number	5.3.3
Module coordinator(s)	Prof. Dr. Anke Trommershausen
Courses that make up the module	Seminar-style lecture: Media Management and Organisation (2 WHS)
Content/standards	The “Organisational Theory and Media Management” module focuses on the development of organisational theory, including post-modern approaches and analyses the organisational structures of media companies in the context of digitalisation and diversification. It includes examining current studies and case studies from the media industry that deal with organisational transformation.
Learning objectives	<p>The students acquire analytical skills for exploring the interactions between organisational structure and media management. They learn to work with case studies and to draw up literature reviews. Apart from this, they also consolidate their academic writing skills.</p> <p>Students develop the ability to reflect upon and analyse media organisations in the digital transformation, in order to critically evaluate their adaptation strategies and management practices.</p>
Examination/assessment	Term paper (graded)
Teaching/learning volumes	Total workload: 150 hrs Face-to-face learning: 36 hrs Independent study: 114 hrs Credit points: 5
Duration and frequency of course	One semester, annually in the winter semester
Applicable programme	BA Journalism
Miscellaneous	

Programme	BA Journalism	
Specialisation		
Module name	Newsroom in the Classroom/Project	
Compulsory/compulsory elective/elective Number	Compulsory see 2.5/3.4	
Module coordinator(s)	Prof. Dr. Claudia Nothelle	
Courses that make up the module	Seminar (6 WHS)	
Examination/assessment	Project (graded)	
Teaching/learning volumes	Total workload: 300 hrs Face-to-face learning: 96 hrs Independent study: 204 hrs Credit points: 10	
Duration and frequency of course	One semester, annually in the winter semester	
Applicable programme	BA Journalism	

Miscellaneous

Programme	BA Journalism	
Specialisation		
Module name	Newsroom in the Classroom/Project	
Compulsory/compulsory elective/elective Number	Compulsory see Module 2.5/3.4 Module	
coordinator(s)	Prof. Dr. Claudia Nothelle	
Courses that make up the module	Seminar (6 WHS)	
Content/standards		
Learning objectives		
Assessments and examinations	Project (graded)	
Teaching/learning volumes	Total workload:	300 hrs
	Face-to-face learning:	96 hrs
	Independent study:	204 hrs
	Credit points:	10
Duration and frequency of course	One semester, annually in the summer semester	
Applicable programme	BA Journalism	
Miscellaneous		

Programme	BA Journalism
Specialisation	
Module name	Journalism as a Profession
Compulsory/compulsory elective/elective Number	Compulsory 6.2
Module coordinator(s)	Prof. Dr. Jonas Schützeneder
Courses that make up the module	Seminar-style lecture: Format Development (2 WHS) Tutorial: Thesis Writing and Research (1 WHS) Seminar-style lecture: Refresher: Academic Writing (1 WHS)
Content/standards	<p>In the seminar-style lecture in “Format Development” the students work on the conception and development of media formats. The focus lies on the creative and strategic planning of content for various platforms such as television, radio, online and social media.</p> <p>Content includes the analysis of existing formats, trends in the media landscape and the fundamentals of format conception, including target group analysis, storytelling and formatting techniques.</p> <p>In the “Thesis Writing and Research” tutorial, students receive support and guidance in producing their final thesis. The tutorial comprises the teaching of research methods, developing a topic question, structuring the thesis and the academic writing process. The aim is to put the students in a position to be able to successfully plan, research and write their Bachelor’s thesis, with particular importance being placed on adhering to academic standards and developing a coherent argument.</p> <p>The refresher course in “Academic Writing” offers an opportunity to briefly revisit the basics of academic research methods, proper citation and the structuring of academic theses. The aim is to reinforce the skills of the students when dealing with academic standards and techniques and to effectively prepare them for the demands of academic work.</p>
Learning objectives	<p>In the area of format development, the students learn how to independently develop innovative media formats, they acquire an in-depth understanding of the requirements of different media channels and platforms and reflect critically on the effectiveness and reach of media formats. Students should be enabled to devise creative concepts that are both persuasive and technically and economically feasible.</p> <p>The accompanying course on the Bachelor’s thesis prepares students for drawing up a scientifically sound, methodologically correct and persuasive Bachelor’s thesis. They should be in a position to develop a research question independently, research relevant literature in a systematic way, critically analyse their results and present their findings in a clear and structured manner.</p> <p>In the refresher course in “Academic Writing”, the students’ competence in dealing with academic research methods is reinforced, whilst they also learn to accurately cite sources and improve their ability to produce academic texts in a structured way in line with academic standards.</p>

Examination/assessment Ungraded module assessment: Successful participation in the course.

Teaching/learning volumes

Total workload:	150 hrs
Face-to-face learning:	96 hrs
Independent study:	54 hrs
Credit points:	5

Duration and frequency of course One semester, annually in the summer semester.

Applicable programme BA Journalism

Miscellaneous

Programme	BA Journalism
Specialisation	
Module name	Bachelor thesis
Compulsory/compulsory elective/elective	Compulsory
Number	6.3
Module coordinator(s)	Prof. Dr. Claudia Nothelle
Courses that make up the module	Thesis – Colloquium (thesis defence).
Content/standards	The Bachelor's thesis is an independent research project where students work on specific questions or topics from the field of journalism and communication science. In the process, the students apply the skills and methods acquired during their course of studies in order to conduct independent academic research, analyse data and critically discuss their findings. The objective is to develop a profound understanding of a selected topic and to demonstrate the ability to work on complex issues in a structured way according to scientific criteria.
Learning objectives	The students consolidate their theoretical knowledge and practical expertise in working on content that is relevant to their studies and apply it accordingly. They should be in a position to independently work on a scientific question within a prescribed period of time and in so doing apply scientific criteria. Moreover, the aim is to produce a clearly structured and scientifically sound presentation of theoretical principles as well as current trends in the selected subject area.
Assessments and examinations	Bachelor's thesis and colloquium are assessed on the basis of the Study and Examination Regulations. Four fifths of the module grade will be made up of the mark from the Bachelor's thesis and one fifth from the mark awarded for the colloquium.
Teaching/learning volumes	Total workload: 450 hrs Bachelor's thesis: 12 CP Colloquium: 3 CP Credit points: 15 in total
Duration and frequency of course	Every semester
Applicable programme	BA Journalism
Miscellaneous	