

Handbook of Modules for the four-year B.A.-Programm of Studies Communication, Culture & Management (BA CCM)

(Starting from Fall Semester 2021)

As of: 2021

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Note on the module descriptions

Contents of the modules and examinations can vary depending on the lecturer of the course. Current information can be found in the online course catalogue or via the intranet ZU|hause.

The Zeppelin Year

Module 10000 Interdisciplinary Module Zeppelin Project				
BA CCM	Semester 1-2	7 Contact Hours	14 ECTS	Contact Time/Self Study (in hrs): 63/287
Teaching Methods				lecture, workshop, project coaching
Event Type				mandatory <input checked="" type="checkbox"/> elective <input type="checkbox"/>
Period				2 semesters
Rotation				yearly <input type="checkbox"/> per semester <input checked="" type="checkbox"/>
Examinations				paper, presentation, research project and project documentation in groups
Scope and Length of Examinations				around 20.000 signs; around 60 min.; the coach will fix the individual scope depending in the topic and the size of the group in consideration of the foreseen 8 ECTS
Module Responsibility				Prof Dr Maren Lehmann Prof Dr Jarko Fidrmuc Prof Dr Joachim Behnke
Prerequisites				-
Use of Module				Zeppelin year
<p>Content:</p> <p>The objective of the training academic project is the independent work on study-relevant contents and the ability to carry out academic work. The students will be encouraged to formulate independently a scientific research question, to apply theories and scientific methods and to interpret research results. The results are presented in a final conference open to the whole university. The training research project is supplemented by an interdisciplinary seminar and courses on methods. The students are supported in their work by an academic supervisor.</p> <p>Qualification objectives:</p> <p>The students are enabled to ask and work on academic questions in the framework of an individual paper. They learn to work on academic questions in a project format by accessing and using expert knowledge from various disciplines. Through multi and transdisciplinary research methods, the students are in a position to reveal themselves to a research field or to a social field of problems. Furthermore the focus is on defining and monitoring the processes of cooperation and coordination within a project team. In this module the students learn to observe and contain a current social problem area. They learn to carry out a research project and present this at the conference "Zeppelin Project" from the Zeppelin University. To do this, they are taught – and develop together – the necessary forms of academic work and the appropriate methods.</p> <p>Literature:</p> <p>Depends on the project.</p>				

Courses in the module	hours	ECTS
C 100006 Professional Perspectives	3	4
C 100007 A-K Methods Workshop I	1,5	1
C 100007 A-K Methods Workshop II	1,5	1
C 100008 Project work in groups	1	8

Module 10001 Interdisciplinary Module Introduction to Science				
BA CCM	Semester 1	5 Contact Hours	4 ECTS	Contact Hours /Self Study (in hrs): 45/55
Teaching Methods				lecture, seminar
Event Type				mandatory <input checked="" type="checkbox"/> elective <input type="checkbox"/>
Period				1 semester
Rotation				yearly <input type="checkbox"/> per semester <input checked="" type="checkbox"/>
Examinations				written exam, paper
Scope and Length of Examinations				90 min.
Module Responsibility				Prof Dr Joachim Behnke N. N. Prof Dr Manfred Moldaschl
Prerequisites				-
Use of Module				Zeppelin year
<p>Content:</p> <p>The module deals with fundamental questions of the theory of science. It encompasses concepts of the theory of science, its fundamental theories and controversies with regard to economics, social science and <i>Kulturwissenschaften</i>. Furthermore, the special emphasis is placed on interdisciplinary research. An introduction to the principles of research is given as well.</p> <p>The topics within range of this module include, among others:</p> <ul style="list-style-type: none"> What is science? Theories, methods, hypotheses What is economics, social science, and <i>Kulturwissenschaft</i>? Concepts of interdisciplinarity Weber's idea of the study of science (Objectivity and value-freeness) Popper's critical rationalism Kuhn's theory of paradigm change Lakotos' research program Feyerabend's plurality of methods Geertz and the thick description Science and scientific theories as societal constructs <p>Qualification objectives:</p> <p>After completion of this module, the students are able to distinguish theories of science and epistemology with regard to economics, social sciences, and <i>Kulturwissenschaften</i>. They are able to differentiate them critically. Furthermore, they are able to evaluate scientific approaches against the backdrop of recent developments in the theory of science.</p> <p>Literature:</p> <p>Adorno, Th. W. u.a. (1972): <i>Der Positivismusstreit in der deutschen Soziologie</i>, Darmstadt.</p> <p>Chalmers, Alan F. (2001)[1976]: <i>Wege der Wissenschaft</i>, Berlin.</p>				

Geertz, Clifford (2003): Dichte Beschreibung. Beiträge zum Verstehen kultureller Systeme. Suhrkamp, Frankfurt a.M.

Hollis, Martin (1994): The Philosophy of Social Science, Cambridge.

Giere, Ronald N. (1991): Understanding Scientific Reasoning, Fort Worth.

Moses, Jonathon W./ Torbjorn L. Knutsen (2007): Ways of Knowing. Competing Methodologies in Social and Political Research, New York.

Weber, Max (1988) [1922]: Gesammelte Aufsätze zur Wissenschaftslehre, Tübingen.

Wright, Georg Henrik von (1991): Erklären und Verstehen, Frankfurt a. M.

Courses in the module	hours	ECTS
C 100014 Philosophy of Science	3	3
C 100015 Principles of Research	2	1

Module 10002 Methodological Foundations					
BA CCM	Semester 1-2	6 Contact Hours	12 ECTS	Contact Time/Self Study (in hrs): 54/246	
Teaching Methods				lecture, tutorials	
Event Type				mandatory <input checked="" type="checkbox"/> elective <input type="checkbox"/>	
Period				2 semesters	
Rotation				yearly <input type="checkbox"/> per semester <input checked="" type="checkbox"/>	
Examinations				Midterm and endterm written exam	
Scope and Length of Examinations				45 min.	
Module Responsibility				Prof Dr Franziska Peter Dr Kilian Seng	
Prerequisites				-	
Use of Module				Zeppelin year	
<p>Content:</p> <p>The course "Empirical Social Research" introduces basic principles and methodological terms. The topics of research design, sampling and measurement will be also covered. Different data collection procedures like qualitative interviews and quantitative surveys, observational studies and content analysis will be introduced. Practical aspects as questionnaire design and problems of data collection like reactivity will be also discussed.</p> <p>The course "Statistics" provides an introduction to basic principles of probability theory, descriptive and inference statistics. Starting with univariate and bivariate statistics the course will stepwise expand to measures of association and tests for variables with different scale levels.</p> <p>Qualification objectives:</p> <p>Goal of the module is to go through the steps of a research project from the theoretical foundations, the planning, the data collection to the analysis. Furthermore, students will be sensitized for an appropriate use of statistical measures and they will get an overview over descriptive and inductive statistics.</p> <p>Literature:</p> <p>Diekmann, Andreas (2010): Empirische Sozialforschung. Grundlagen, Methoden, Anwendungen. Reinbek: Hamburg.</p> <p>Porst, Rolf (2011): Fragebogen. Ein Arbeitsbuch. Wiesbaden: VS Verlag.</p> <p>Jann, Ben (2005): Einführung in die Statistik. 2. Auflage, München: Oldenbourg.</p> <p>Kühnel, Steffen M. und Dagmar Krebs (2012): Statistik für die Sozialwissenschaften. Grundlagen, Methoden, Anwendungen. Reinbek: Rowohlt</p>					
Courses in the module				hours	ECTS
C 100024 Empirical Social Research				3	6
C 100025 Statistics				3	6

Module 10008 Program Module CCM				
BA CCM	Semester 1-2	6 Contact Hours	10 ECTS	Contact Time/Self Study (in hrs): 54/196
Teaching Methods			input and discussion	
Event Type			mandatory <input checked="" type="checkbox"/> elective <input type="checkbox"/>	
Period			2 semesters	
Rotation			yearly <input type="checkbox"/> per semester <input checked="" type="checkbox"/>	
Examinations			Paper, essay, written exam	
Scope and Length of Examinations			15 000 signs, 60-90 min.	
Module Responsibility with			Prof Dr Udo Göttlich Prof Dr Jan Söffner	
Prerequisites			-	
Use of Module			Zeppelin year	
<p>Content: Parallel to their individual work within the framework of their 'Zeppelin Year', this module offers students the possibility to discuss their questions as well as current issues within the field communications and cultural studies. Emphasis will be on problem-based approaches to the respective academic fields with a special focus on academic validity, empirical evidence and practical usefulness for the management of projects organizations and networks.</p> <p>Qualification objectives: Various chairs, institutes and research clusters of the department will present their current research projects, in order to facilitate students' choice of a relevant research topic.</p> <p>Literature: Paxson, P. (2010). Mass communications and media studies: An introduction. New York, NY: Continuum. Lewis, J. (2008). Cultural Studies: The Basics (2nd ed.). London: Sage.</p>				
Courses in the module			hours	ECTS
C 100081 Introduction to Issues in Communication Studies			3	5
C 100082 Introduction to Issues in Cultural Studies			3	5

Module 10012 Interdisciplinary Perspectives				
BA CCM	Semester 1-2	12 Contact Hours	20 ECTS	Contact Time/Self Study (in hrs): 108/392
Teaching Methods			lecture, seminar, tutorials	
Event Type			mandatory <input checked="" type="checkbox"/> elective <input type="checkbox"/>	
Period			2 semesters	
Rotation			yearly <input type="checkbox"/> per semester <input checked="" type="checkbox"/>	
Examinations			written exam, presentation, paper	
Scope and Length of Examinations			see ZU hause and course catalogue	
Module Responsibility with			Academic Program Director SPE Academic Program Director CCM Academic Program Director PAIR Academic Program Director CME	
Prerequisites			-	
Use of Module			Zeppelin year	
Content:				
This module is composed of the mandatory courses from the program specific modules of all BA-Programs. The students are free to choose four courses from the eight offered.				
Qualification objectives:				
Already from the first semester, students can focus on additional areas beside their mandatory courses and they win insight into theoretical heuristic and methods of others disciplines.				
Courses in the module			hours	ECTS
C 100071 Introduction to Managerial Thought			3	5
C 100072 Introduction to Economic Thought			3	5
C 100073 Company Accounting			3	5
C 100091 Polity, Politics, Policy			3	5
C 100092 Public Administration			3	5
C 100093 Fundamentals of Law			3	5
C 100094 International Relations			3	5
C 100151 Foundations of Sociology			3	5
C 100083 Cultural History			3	5

Major Phase CCM | Mandatory Modules

Module 11107 Methods in Communication Studies				
BA CCM	Semester 3-4	6 Contact Hours	12 ECTS	Contact Time/Self Study (in hrs): 54/246
Teaching Methods			seminar	
Event Type			mandatory <input checked="" type="checkbox"/> elective <input type="checkbox"/>	
Period			1 semester	
Rotation			yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examinations			paper or project report	
Scope and Length of Examinations			depending on examination	
Module Responsibility with			Prof Dr Udo Göttlich	
Prerequisites			-	
Use of Module			Major phase Track communication	
<p>Content: Communication scholars apply a wide variety of social research methods - content and discourse analysis, interviews and standardized survey methods, laboratory and field experiments as well as ethnographic studies and analyses of digital traces. The module provides a broad overview of the most common qualitative and quantitative methods of data collection and analysis in communication research. How do different approaches differ in their epistemic assumptions and their practical applications? Which method is suited to which research question? Why and how do different sub-disciplines use different research methods? In addition to covering the basics of standardized and unstandardized research methods, the courses will cover the practical applications of these methods for specific topics in communication research.</p> <p>Qualification objectives: Students will learn to apply suitable standardized and unstandardized methods to specific research questions. They will be familiar with the epistemic assumptions as well as the practical differences and quality criteria for different methods, which will be discussed in the context of specific research problems.</p> <p>Literature: Averbeck-Lietz, Stefanie; Meyen, Michael (Hrsg.) (2016): Handbuch nicht standardisierte Methoden in der Kommunikationswissenschaft, Wiesbaden. Ayaß, Ruth; Bergmann, Jörg (Hrsg.) (2006): Qualitative Methoden der Medienforschung, Reinbek b. Hamburg. Bohnsack, Ralf (2008). Qualitative Bild- und Videointerpretation, Opladen. Brosius, Hans-Bernd; Haas, Alexander; Koschel, Friederike (2016): Methoden der empirischen Kommunikationsforschung, 7. Auflage, Wiesbaden. Flick, Uwe; Kardoff v., Ernst; Steinke, Ines (Hrsg.) (2000): Qualitative Forschung. Ein Handbuch, Reinbek b. Hamburg. Meyen, M., Löblich, M., Pfaff-Rüdiger, S., & Riesmeyer, C. (2011). Qualitative Forschung in der Kommunikationswissenschaft: eine praxisorientierte Einführung, Wiesbaden. Möhring, W.; Schlütz, D. (Hrsg.) (2000): Handbuch standardisierte Erhebungsverfahren in der Kommunikationswissenschaft, Wiesbaden.</p>				
Courses in the module			Hours	ECTS

C 111091 Discourse Analysis, Content Analysis & Observation	3	6
C 111092 Interview, Survey & Experiment	3	6

Module 11108 Methodological Approaches of Cultural & Arts Studies				
BA CCM	Semester 3-4	6 Contact Hours	12 ECTS	Contact Time/Self Study (in hrs): 54/246
Teaching Methods		seminar, workshop		
Event Type		mandatory <input checked="" type="checkbox"/> elective <input type="checkbox"/>		
Period		1 semester		
Rotation		yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>		
Examinations		Paper, project report		
Scope and Length of Examinations		see ZU hause and course catalogue		
Module Responsibility with		Prof Dr Karen van den Berg Prof Dr Jan Söffner		
Prerequisites		-		
Use of Module		Major phase Track culture		
<p>Content: The application fields of methods in the art history, art theory and cultural studies have expanded in recent decades. The module provides a structured introduction to this field. Which methods are used in the art history, art theory, media culture and cultural studies? "Who works with these methods and how do different areas and perspectives differ in their methodological approach? In addition to the differences in the methods and their application, the seminars impart methods for specific questions and problem areas in art and cultural studies.</p> <p>Qualification objectives: Students will be enabled to work on art history, art theory, media culture and cultural studies issues using various methods. The LVs aim to introduce students to both the methodological principles and the methodological approach of the individual perspectives on the basis of basic questions and problems.</p> <p>Literature: Martin Ludwig Hofmann, Tobias F. Korta, Sibylle Niekisch: <i>Culture Club. Klassiker der Kulturtheorie</i>. 2 Bde, Frankfurt a.M. 2004/2006. Claus Pias, Lorenz Engell, Joseph Vogl et al.: <i>Kursbuch Medienkultur</i>. Die maßgeblichen Theorien von Brecht bis Baudrillard, München 1999.</p>				
Courses in the module			hours	ECTS
C 111101 Methods of Arts & Visual Studies			3	6
C 111102 Methods of Cultural & Media Studies			3	6

Major Phase CCM | Elective Modules Focus Communication

Module 121271 Theory, Critique, & Analysis of Communication Media				
BA CCM	Semester 3-7	3 Contact Hours	6 ECTS	Contact Time/Self Study (in hrs): 27/123
Teaching Methods		seminar		
Event Type		mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>		
Period		1 semester		
Rotation		yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>		
Examinations		paper or theory expertise		
Scope and Length of Examinations		20.000 signs		
Module Responsibility with		Prof. Dr. Udo Göttlich		
Prerequisites		-		
Use of Module		Major phase focus communication		
<p>Content:</p> <p>The module provides a structured introduction to topics and problems in media and communication studies. The content focuses on how mass media affect aspects of cultural and societal integration in the context of changes in mass communication.</p> <p>Against this background, the module also includes an analysis of the digital transformation of mass communication media with its consequences for culture and society using case studies as examples.</p> <p>Qualification objectives:</p> <p>The module aims to show participants the fundamental, theoretical, as well as conceptual and analytical contexts of current mass communication analysis and research.</p> <p>Literature:</p> <p>Curran, James; Gurevitch, Michael (eds.) (1996): Mass Media and Society, London New York. Hoggart, Richard (2004): Mass Media in a Mass Society, London/New York. Mosco, V. (2010): The Political Economy of Communication. Los Angeles, et al. Scannell, Paddy (2011): Medien und Kommunikation, Wiesbaden. Silverstone, Roger (2007): Die Anatomie der Massenmedien, Frankfurt a.M. Ziemann, Andreas (Ed.) (2006): Medien der Gesellschaft - Gesellschaft der Medien, Konstanz.</p>				
Courses in the module			hours	ECTS
C 121271 Theory, Critique, & Analysis of Communication Media			3	6

Module 121272 Public Sphere & Public Communication				
BA CCM	Semester 3-7	3 Contact Hours	6 ECTS	Contact Time/Self Study (in hrs): 27/123
Teaching Methods			seminar	
Event Type			mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Period			1 semester	
Rotation			yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examinations			term paper or theory expertise	
Scope and Length of Examinations			25.000 signs	
Module Responsibility with			Prof. Dr. Udo Göttlich Dr. Martin R. Herbers	
Prerequisites			-	
Use of Module			Major phase focus communication	
<p>Content:</p> <p>The module is devoted to the concepts of public sphere and public communication, which are central to media and communication studies, in historical, conceptual and theoretical terms. The mass media's communication of the "public sphere" is historically, as it were, socially constitutive. However, with media changing, especially through the processes of digitalization, this role of the public sphere is becoming increasingly questionable or called into question by various fragmentation processes. New, digitally communicated forms of the public sphere are emerging as individual and personal public spheres, although the consequences are often still undetermined. The module is therefore also devoted to new developments, for example with regard to related concepts such as citizenship and the resulting changes in democratic decision-making.</p> <p>Qualification objectives:</p> <p> Gain knowledge of the history of development and change of modern mass media and digital media and the resulting forms of the public sphere and public communication.</p> <p> Get to know central theoretical perspectives on the public sphere and public communications and reflect on them with regard to current processes of social and media change.</p> <p>Literature:</p> <p>Bennett, W. L., & Pfetsch, B. (2018). Rethinking political communication in a time of disrupted public spheres. <i>Journal of Communication</i>, 68(2), 243–253.</p> <p>Eisenegger, M., Udris, L., & Ettinger, P. (Ed.). (2019). <i>Wandel der Öffentlichkeit und der Gesellschaft. Gedenkschrift für Kurt Imhof</i>. Wiesbaden: Springer VS.</p> <p>Habermas, J. (1990). <i>Strukturwandel der Öffentlichkeit. Untersuchungen zu einer Kategorie der bürgerlichen Gesellschaft</i>. Frankfurt am Main: Suhrkamp.</p> <p>Lünenborg, M., & Raetzsch, C. (2018). From public spheres to performative publics. Developing media practice as an analytical model. In S. Foellmer, M. Lünenborg, & C. Raetzsch (Ed.), <i>Media practices, social movements, and performativity. Transdisciplinary approaches</i> (p. 13–35). New York, London: Routledge.</p>				
Courses in the module			hours	ECTS
C 121272 Public Sphere & Public Communication			3	6

Module 121291 Media Change & Digitalization					
BA CCM	Semester 3-7	3 Contact Hours	6 ECTS	Contact Time/Self Study (in hrs): 27/123	
Teaching Methods				seminar	
Event Type				mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Period				1 semester	
Rotation				yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examinations				paper or theory expertise	
Scope and Length of Examinations				25.000 signs	
Module Responsibility with				N.N.	
Prerequisites				-	
Use of Module				Major phase focus communication	
<p>Content:</p> <p>Digitalization affects all areas of social life in contemporary societies. The technological affordances of ICTs impact upon personal and professional relationships, on the way organizations work as well as on societal organization in general. This module deals with the manifold ways modern society adapts to new media and communicative practices, both on the level of interpersonal as well as public communication. These transformations are traced along the lines of classic concepts of the social sciences such as information, knowledge, identity and integration.</p> <p>Qualification objectives:</p> <ul style="list-style-type: none"> Acquaintance with the trajectories and characteristics of digital communication and ICTs Acquaintance with the transformational impact of digitalization Ability to transfer insights from media and communication studies to other disciplines and topics <p>Literature:</p> <p>Consalvo, M. & Ess, C. (2011), The Handbook of Internet Studies. Blackwell. L. Lievrouw & S. Livingstone (2006), Handbook of New Media. Sage. Wellman, B. & Haythornthwaite, C. (2008). The Internet in everyday life. Wiley.</p>					
Courses in the module				hours	ECTS
C 121291 Media Change & Digitalization				3	6

Module 121292 Media Culture & Media Society					
BA CCM	Semester 3-7	3 Contact Hours	6 ECTS	Contact Time/Self Study (in hrs): 27/123	
Teaching Methods				seminar	
Event Type				mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Period				1 semester	
Rotation				yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examinations				paper or theory expertise	
Scope and Length of Examinations				25.000 signs	
Module Responsibility with				Prof. Dr. Udo Göttlich Dr. Martin R. Herbers	
Prerequisites				-	
Use of Module				Major phase focus communication	
<p>Content:</p> <p>Mediatization and Media Culture are two distinct concepts to denote the interconnection of social change and the development of media and societal communication. The media, as technologies, organizations and institutions of modern society, impact upon the organization of social relations, on institutional settings as well as on individual life-worlds and identities. This module traces the manifold consequences of the evolution of societal communication in and for modern society, introduces students to important concepts of media research and media sociology and explicates the role of the media as the main sources of contemporary culture. Special emphasis is paid to the transformational force of digital media technology and contemporary examples of media culture.</p> <p>Qualification objectives:</p> <ul style="list-style-type: none"> Knowledge of developmental trajectories of media and mediated communication in modernity Knowledge of the mechanisms and processes by which communication impacts upon social relations (social systems) Knowledge transfer between media and communication studies and neighboring disciplines <p>Literature:</p> <p>Adolf, Marian (2006): Die unverstandene Kultur. Perspektiven einer kritischen Theorie der Mediengesellschaft. Bielefeld: Transcript.</p> <p>Castells, Manuel (2010): The Information Age: Economy, Society and Culture Volume 1: The Rise of the Network Society. 2nd ed. Oxford: Wiley Blackwell.</p> <p>Mandiberg, Michael (ed.) (2012): The Social Media Reader. New York: New York University Press.</p>					
Courses in the module				hours	ECTS
C 121292 Media Culture & Media Society				3	6

Module 121301 Organizational Communication				
BA CCM	Semester 3-7	3 Contact Hours	6 ECTS	Contact Time/Self Study (in hrs): 27/123
Teaching Methods				seminar
Event Type				mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>
Period				1 semester
Rotation				yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>
Examinations				presentation and paper
Scope and Length of Examinations				20.000 signs
Module Responsibility with				Prof Dr Maren Lehmann
Prerequisites				-
Use of Module				Major phase focus communication
<p>Content:</p> <p>The course discusses communicative forms, social functions and consequences of formal organisation. It focuses on intern communications: membership and motivation, division of labour and communicational paths, hierarchy and career, authority and responsibility, power and influence, conflict and collegiality, discretion and humour.</p> <p>Qualification objectives:</p> <p>Students learn to combine precise observation with focused reading and problem-oriented discussion.</p> <p>Literature:</p> <p>Goffman, Erving (1981): Forms of Talk. Philadelphia: University of Pennsylvania Press.</p> <p>Luhmann, Niklas (1999): Funktionen und Folgen formaler Organisation. Mit einem Epilog 1994. 5. Auflage. Berlin: Duncker & Humblot.</p> <p>Küpper, Willi/Ortmann, Günther (Hg., 1992): Mikropolitik: Rationalität, Macht und Spiele in Organisationen. 2., durchges. Auflage. Wiesbaden: Springer.</p>				
Courses in the module			hours	ECTS
C 121301 Organizational Communication			3	6

Module 121302 Public Relations & Strategic Communication Management				
BA CCM	Semester 3-7	3 Contact Hours	6 ECTS	Contact Time/Self Study (in hrs): 27/123
Teaching Methods		seminar, case studies, project work		
Event Type		mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>		
Period		1 semester		
Rotation		yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>		
Examinations		depend on topic		
Scope and Length of Examinations		depend on topic		
Module Responsibility with		N.N.		
Prerequisites		It is recommended to attend the module 121301 "Organizational Communication"		
Use of Module		Major Phase focus communication		
<p>Content: This module provides students on the one side with an overview on theoretical concepts of public relations and strategic management of communication. On the other side, students will practically apply their theoretical knowledge on case studies from different types of organizations as well as different cases and tactics of strategic communication management.</p> <p>Qualification objectives: Students learn to theoretically reflect on basic concepts of PR and strategic communication management as well as to practically apply their knowledge on real cases.</p> <p>Literature: Theis-Berglmaier, Anna M. (2003): <i>Organisationskommunikation. Theoretische Grundlagen und empirische Forschungen</i>. Münster: LIT Verlag. Zerfass, Ansgar, Lars Rademacher und Stefan Wehmeier (2013): <i>Organisationskommunikation und Public Relations. Forschungsparadigmen und neue Perspektiven</i>. Wiesbaden: Springer VS.</p>				
Courses in the module			hours	ECTS
C 121302 Public Relations & Strategic Communication Management			3	6

Module 121283 Social Psychological Aspects of Communication					
BA CCM	Semester 3-7	3 Contact Hours	6 ECTS	Contact Time/Self Study(in hrs): 27/123	
Teaching Methods				seminar	
Event Type				mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Period				1 semester	
Rotation				yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examinations				Presentation and its elaboration	
Scope and Length of Examinations				see ZU hause and course catalogue	
Module Responsibility with				Prof Dr Anja Achtziger	
Prerequisites				It is recommended to attend the modules 121271 "Theory, Critique & Analysis of Communication Media ", 121272 "Public Sphere & Public Communication" and 11107 "Methods in Communication Studies" before.	
Use of Module				Major phase focus communication	
<p>Content: Key terms of social psychology, methods in social psychological research, self-concept, self-esteem, the social construction of reality, attribution theories, attitudes and stereotypes, social perception, attitude change, intimate relationships, helping behavior, aggression, social influence, group dynamics, groupthink, group polarization, group territory.</p> <p>Qualification objectives:</p> <ul style="list-style-type: none"> Development of a basic understanding of theories in social psychology and communication Recognizing social psychological principles in everyday life Reflecting on own thinking, feeling and communication behavior in social situations <p>Literature: The relevant literature will be announced at the beginning of the module.</p>					
Courses in the module				hours	ECTS
C 121283 Social Psychological Aspects of Communication				3	6

Module 124053 Psychology of Judgment & Decision Making				
BA CCM	Semester 3-7	3 Contact Hours	6 ECTS	Contact Time/Self Study (in hrs): 27/123
Teaching Methods				seminar
Event Type				mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>
Period				1 semester
Rotation				yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>
Examinations				presentation, written exam
Scope and Length of Examinations				20 min., 60 min.
Module Responsibility with				Prof Dr Anja Achtziger Prof Dr Carmen Tanner
Prerequisites				-
Use of Module				Major phase focus communication
<p>Content:</p> <p>This lecture offers an introduction to the psychology of judgment and decision making. Based on empirical research, the lecture depicts how people make decisions in an environment that gets ever more complex and uncertain.</p> <p>In the first part, the lecture deals with human decisions with a focus on information search, information usage, and effects of feedback on decision making. Judgment heuristics and judgmental biases will be discussed intensively. We will also focus on decision making under uncertainty and how individuals deal with risks, including the effects of learning and expertise on decision making. By taking a closer look at current social psychological research on group decision making, the lecture offers insight in how groups reach judgments. Finally, the lecture emphasizes the influence of emotions on individual decisions.</p> <p>This lecture is tailored for students in economics, political, and social sciences. As research on judgment and decisions is interdisciplinary, studies from cognitive psychology, social psychology, economic psychology, economics, and behavioral ethics constitute the literature basis.</p> <p>Qualification objectives:</p> <p>Students will get to know current empirical research on judgment and decision making. They will become more familiar with the limits of rationality in human decision making, i.e. the concept of bounded rationality. Moreover, the lecture depicts when and why individuals are subject to biases and how these biases can be influenced or impeded. In the course of this lecture, they shall gain insight in classical decision making theories and current empirical research. In this context, they shall also understand how social processes influence individual decision making. The aim of this lecture is to transfer knowledge from various research streams to problems and challenges in the field of economics, society and politics.</p> <p>Literature:</p> <p>Newell, B. R., Lagnado, D. A., & Shanks, D. R. (2015). Straight choices: The psychology of decision making. Psychology Press.</p> <p>Jungermann, H., Pfister, H. R., & Fischer, K. (2012). Die Psychologie der Entscheidung. Heidelberg: Spektrum.</p>				

Hardman, D. K., & Hardman, D. (2009). Judgment and decision making: Psychological perspectives (Vol. 11). John Wiley & Sons.

Courses in the module	hours	ECTS
C 124053 Psychology of Judgment & Decision Making	3	6

Module 121311 News Media Journalism				
BA CCM	Semester 3-7	3 Contact Hours	6 ECTS	Contact Time/Self Study (in hrs): 27/123
Teaching Methods				seminar, practice workshops
Event Type				mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>
Period				1 semester
Rotation				yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>
Examinations				portfolio of articles
Scope and Length of Examinations				see ZU hause and course catalogue
Module Responsibility with				N. N.
Prerequisites				It is recommended to attend the module 121313 "Workshops in Media Practice".
Use of Module				Major phase focus communication
<p>Content: This module provides practical insights into the basic skills of news journalism production, e.g. journalistic research competence, various forms of news presentation and editorial commenting.</p> <p>Qualification objectives: Students will practically research and write articles as well as learn how to criticise and improve their articles.</p> <p>Literature: Schneider, Wolf; Raue, Paul-Josef (2012): <i>Das neue Handbuch des Journalismus und des Online-Journalismus</i>. Reinbek bei Hamburg: Rowohlt (Rororo, 62825). Literature will be updated for each session.</p>				
Courses in the module			hours	ECTS
C 121311 News Media Journalism			3	6

Module 121312 Practical Aspects of Entertainment Media				
BA CCM	Semester 3-7	3 Contact Hours	6 ECTS	Contact Time/Self Study (in hrs): 27/123
Teaching Methods			seminar	
Event Type			mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Period			1 semester	
Rotation			yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examinations			paper or sample of work (film, radio report, podcast, essay...)	
Scope and Length of Examinations			20.000 signs or sample of work with equivalent workload	
Module Responsibility with			Prof Dr Udo Göttlich	
Prerequisites			-	
Use of Module			Major phase focus communication	
<p>Content: The module develops a principal understanding for the processes of entertainment media production, covering television, film, radio, as well as print media and publishing. Through practical workshops, skills and competencies in producing entertainment media are acquired and trained with regard to the specific media outlets. The challenges of the production process are discussed through the scope of a variety of professional roles.</p> <p>Qualification objectives: Upon completion of the module, students are able to analyse and plan entertainment media products with regard to genre, and modes of presentation, as well as dramaturgical and performative aspects. Furthermore, students gain insights into the role of the media producers through professional guidance.</p> <p>Literature: Lantzsch, Katja; Altmeppen, Klaus-Dieter; Will, Andreas (Hrsg.) (2010). Handbuch Unterhaltungsproduktion. Beschaffung und Produktion von Fernsehunterhaltung. Wiesbaden: VS.</p>				
Courses in the module			hours	ECTS
C 121312 Practical Aspects of Entertainment Media			3	6

Module 121313 Workshops in Media Practice				
BA CCM	Semester 3-7	3 Contact Hours	6 ECTS	Contact Time/Self Study (in hrs): 27/123
Teaching Methods		practical workshops		
Event Type		mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>		
Period		1 semester		
Rotation		yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>		
Examinations		portfolio		
Scope and Length of Examinations		See ZU hause and course catalogue		
Module Responsibility with		Prof Dr Udo Göttlich		
Prerequisites		It is recommended to attend the module 121311 "News Media Journalism"		
Use of Module		Major phase focus communication		
<p>Content: This module provides practical insights in relevant topics of news production in various forms of journalism. In the form of workshops and trainings with experts, students learn how to act in real cases, to produce their own journalistic products, and to gain insights in editorial work. Therefore, the topics of this module are carefully selected in cooperation with student's media projects at Zeppelin University.</p> <p>Qualification objectives: Students gain real case-insights into journalistic news production and get prepared for their journalistic and editorial work in media organizations.</p> <p>Literature: See ZU hause and course catalogue.</p>				
Courses in the module			hours	ECTS
C 121313 Workshops in Media Practice			3	6

Module 121321 Interdisciplinary Specialization: Communication I					
BA CCM	Semester 3-7	3 Contact Hours	6 ECTS	Contact Time/Self Study (in hrs): 27/123	
Teaching Methods				seminar	
Event Type				mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Period				1 semester	
Rotation				yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examinations				depend on module/course	
Scope and Length of Examinations				depend on module/course	
Module Responsibility with				Academic Program Director	
Prerequisites				-	
Use of Module				Major phase focus communication	
<p>Content:</p> <p>This module adds an interdisciplinary profile to the focus Communication. Depending on the conditions of participations and free places, students can choose modules from other BA programs at Zeppelin University to improve their individual profile. This list will be updated yearly. Examples are:</p> <p>CME. Courses: 112071 Fundamentals of Personnel Management, 112072 Fundamentals of Marketing; Modules: 123142 Human Resources & Lead, 122091 Personnel Economics, 122102 Strategic Management, 122131 Marketing I, 122132 Marketing II, 122141 Open Innovation</p> <p>PAIR. Courses: 113121 Political Opinions & Political Behaviour; Modules: 123133 Political Opinion Making & Political Participation, 123171 Elections & Electoral Behaviour, 124081 Political Communication & the Public Sphere, 124082 Strategies of Political Communication, 123201 Management of International Organizations, 123192 Business Informatics, 123191 Administrative Informatics, 113061 Compared Reform of the Public Sector</p> <p>SPE. Courses: 114071 Action Theory, 100115 System Theory, 114073 Network & Organization Theory; Modules: 124072 Social Change & Social Movements; 124032 Sustainability – Concept, Practice, Policies</p> <p>Qualification objectives:</p> <p>Students use this module to improve their expertise in communication studies and learn how familiar disciplines use media and communication concepts.</p>					
Courses in the module				hours	ECTS
C 121321 Interdisciplinary Specialisation for Focus Communication II				3	6

Module 121322 Interdisciplinary Specialization: Communication II				
BA CCM	Semester 3-7	3 Contact Hours	6 ECTS	Contact Time/Self Study (in hrs): 27/123
Teaching Methods		seminar		
Event Type		mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>		
Period		1 semester		
Rotation		yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>		
Examinations		depend on module/course		
Scope and Length of Examinations		depend on module/course		
Module Responsibility with		Academic Program Director		
Prerequisites		-		
Use of Module		Major phase focus communication		
<p>Content:</p> <p>This module adds an interdisciplinary profile to the focus Communication. Depending on the conditions of participations and free places, students can choose modules from other BA programs at Zeppelin University to improve their individual profile. This list will be updated yearly. Examples are:</p> <p>CME. Courses: 112071 Fundamentals of Personnel Management, 112072 Fundamentals of Marketing; Modules: 123142 Human Resources & Lead, 122091 Personnel Economics, 122102 Strategic Management, 122131 Marketing I, 122132 Marketing II, 122141 Open Innovation</p> <p>PAIR. Courses: 113121 Political Opinions & Political Behaviour; Modules: 123133 Political Opinion Making & Political Participation, 123171 Elections & Electoral Behaviour, 124081 Political Communication & the Public Sphere, 124082 Strategies of Political Communication, 123201 Management of International Organizations, 123192 Business Informatics, 123191 Administrative Informatics, 113061 Compared Reform of the Public Sector</p> <p>SPE. Courses: 114071 Action Theory, 100115 System Theory, 114073 Network & Organization Theory; Modules: 124072 Social Change & Social Movements; 124032 Sustainability – Concept, Practice, Policies</p> <p>Lernziele:</p> <p>Students use this module to improve their expertise in communication studies and learn how familiar disciplines use media and communication concepts.</p>				
Courses in the module			hours	ECTS
C 121322 Interdisciplinary Specialisation for Focus Communication II			3	6

Major Phase CCM | Elective Modules Focus Culture

Module 12151 Philosophy & Cultural Sciences				
BA CCM	Semester 3-7	3 Contact Hours	6 ECTS	Contact Time/Self Study (in hrs): 54/246
Teaching Methods				seminar
Event Type				mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>
Period				1 semester
Rotation				yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>
Examinations				module examination (paper)
Scope and Length of Examinations				40.000 signs
Module Responsibility with				Dr Joachim Landkammer N.N.
Prerequisites				-
Use of Module				Major phase focus culture
<p>Content:</p> <p>Considered as a general theory of reflective thinking philosophy plays a central role for object constitution and theorizing in the field of cultural sciences. Thus most of cultural sciences' concepts refer to general transdisciplinary philosophical notions of objects and respective theories of reflection. Concepts as "meaning", "sign", "reflection", "phenomenon", "consciousness", "intentionality", "difference", "figure" or "performance" are examples for the extent of impact philosophical notions have on cultural theory.</p> <p>For a comprehensive understanding of the building blocks of cultural sciences it is therefore essential to explicate the philosophical traditions the aforementioned notions belong to (e.g. dialectics, hermeneutics, phenomenology, structuralism, post-structuralism). The module "Philosophy & Cultural Sciences" pursues such a reflection of the different philosophical horizons from a historical and systematical point of view.</p> <p>It therefore delivers a major contribution to a differentiated knowledge of the formation of models and theories in the field of cultural research.</p> <p>Qualification objectives:</p> <p>The module "Philosophy & Cultural Sciences" is concerned with philosophical basics, including different theoretical traditions, thought figures and transformations of thinking. It enables the participants to handle cultural sciences' tools in a reflective and autonomous manner.</p> <p>Literature:</p> <p>Adorno, Theodor W.: „Wozu noch Philosophie“ (1962), in: ders., Eingriffe, Frankfurt a. Main: Suhrkamp 1963, S. 11-28.</p> <p>Frege, Gottlob: Funktion, Begriff, Bedeutung. Fünf logische Studien. Göttingen: Vandenhoeck & Ruprecht 2002.</p> <p>Kant, Immanuel: Kritik der reinen Vernunft. Hamburg: Meiner 2010.</p> <p>van Ackeren, Marcel / Kobusch, Theo / Müller, Jörn (Hg.): Warum noch Philosophie? Historisch, systematische und gesellschaftliche Positionen, Berlin/Boston: de Gruyter 2011.</p>				

<p>Wittgenstein, Ludwig: Philosophische Untersuchungen. Frankfurt a. Main: Suhrkamp 2003. Lübke, Hermann (Hg.): Wozu Philosophie? Stellungnahmen eines Arbeitskreises, Berlin: de Gruyter 1978.</p>		
Courses in the module	hours	ECTS
C 121331 General Philosophical Concepts & Theories	3	6
C 121332 Current Debates & Philosophical Reflection	3	6

Module 121341 Cultural History of Knowledge				
BA CCM	Semester 3-7	3 Contact Hours	6 ECTS	Contact Time/Self Study (in hrs): 27/123
Teaching Methods			seminar	
Event Type			mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Period			1 semester	
Rotation			yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examinations			Paper or essay	
Scope and Length of Examinations			20.000 signs	
Module Responsibility with			N.N.	
Prerequisites			-	
Use of Module			Major Phase focus culture	
<p>Content:</p> <p>This module considers the genesis of various concepts and forms of knowledge under systematic and historical aspects. How do cultural technologies generate, model and distribute data and information? To what extent do models, metaphors and research narrations shape knowledge? How does knowledge change over time – what is the significance of education and alphabetization under the conditions of digital culture? The module provides an overview of the basic experimental, visualising and discourse practices.</p> <p>Qualification objectives:</p> <p>Participants of the module will be able to describe, analyse, and question research practices. In this regard the module provides a problem-oriented insight into different academic cultures. It allows a first orientation in interdisciplinarity.</p> <p>Literature:</p> <p>Hans-Jörg Rheinberger: Element – Differenz – Schrift, Marburg 1992.</p> <p>Sybille Krämer/Horst Bredekamp (Hg.): Bild – Schrift – Zahl, München 2003.</p> <p>Claus Pias: »Zur Epistemologie der Computersimulation«, in: Peter Berz, Marianne Kubaczek et al. (Hg.): Spielregeln. 25 Aufstellungen. Eine Festschrift für Wolfgang Bircher, Berlin, Zürich 2011, S. 41–60.</p>				
Courses in the module			hours	ECTS
C 121341 Cultural History of Knowledge			3	6

Module 121342 Language & Culture				
BA CCM	Semester 3-7	3 Contact Hours	6 ECTS	Contact Time/Self Study (in hrs): 27/123
Teaching Methods				seminar
Event Type				mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>
Period				1 semester
Rotation				yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>
Examinations				paper, essay
Scope and Length of Examinations				around 20.000 signs
Module Responsibility with				Prof Dr Jan Söffner
Prerequisites				--
Use of Module				Major phase focus culture
<p>Content:</p> <p>The module is dedicated to literature in the broad sense. It is open to analysis of linguistic cultures, the reading of classics ('Great Books'), discussions with authors, and writing experiments. This way, the specific potential of texts is made graspable. Methods from cultural studies and cultural analysis are paramount to this approach; knowledge of cultural history is deepened, providing a foundation for an understanding of divergent cultures – an alienated reviewing of one's own world, questioning how it could be different, is a welcome side effect.</p> <p>Qualification objectives:</p> <p>With the completion of this module, students will acquire knowledge of cultural theories following the 'linguistic turn', as well as on techniques of reading and writing. Students will also become acquainted with different modes of interpreting texts and cultures, at the same time learning to manage the challenges of a world that is, in many important ways, constituted by linguistic means.</p> <p>Literature:</p> <p>Erich Auerbach: <i>Mimesis. Dargestellte Wirklichkeit in der abendländischen Literatur</i> 9. Auflage. Francke, Bern 1994 (Erstausgabe 1946; erweiterte Aufl. seit 1959).</p>				
Courses in the module			hours	ECTS
C 121342 Language & Culture			3	6

Module 121203 Aesthetics & Art Theory				
BA CCM	Semester 3-7	3 Contact Hours	6 ECTS	Contact Time/Self Study(in hrs): 27/123
Teaching Methods		seminar's discussions, text reading, analyses of works, input		
Event Type		mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>		
Period		1 semester		
Rotation		yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>		
Examinations		term paper or oral exam		
Scope and Length of Examinations		depending on examination		
Module Responsibility with		Prof Dr Karen van den Berg		
Prerequisites		Successful completion of the course 100081 "Introduction to Cultural Studies"		
Use of Module		Major phase focus culture		
<p>Content:</p> <p>The content includes basic positions of art theory and philosophical aesthetics from antiquity through the Renaissance to modernity, understood both as a "doctrine of beauty" and as a "doctrine of perception" that relates to overall everyday practice.</p> <p>The course will also discuss selected art, music, literature, theater, and architectural theory texts and artistic works. Central to this is an examination of the development of the understanding of aesthetic autonomy.</p> <p>Qualification objectives:</p> <p>Students will become familiar with the major aesthetic theories from antiquity to the present. They acquire the ability to question concrete artistic productions with regard to their respective underlying aesthetics and art theory and to interpret and understand them against this background. Furthermore, they learn to relate different art forms and aesthetic practices to each other and to understand them in their historical, social and ideological context.</p> <p>Literature:</p> <p>Schneider, N. (2002): <i>Geschichte der Ästhetik von der Aufklärung bis zur Postmoderne. Eine paradigmatische Einführung</i>, Stuttgart: Reclam</p> <p>Hauskeller, M. (2002): <i>Was ist Kunst? Positionen der Ästhetik von Platon bis Danto; Exemplarische ästhetische Manifeste und Texte von Künstlern</i>, München: Beck.</p> <p>Avanessian, A. / Skrebowski, L (Hg.) (2011): <i>Aesthetics and Contemporary Art</i>, Berlin: Sternberg Press.</p>				
Courses in the module			hours	ECTS
C 121203 Aesthetics & Art Theory			3	6

Module 121202 History of Contemporary Art Production				
BA CCM	Semester 3-7	3 Contact Hours	6 ECTS	Contact Time/Self Study (in hrs): 45/105
Teaching Methods			seminar, lecture series, study trip	
Event Type			mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Period			1 semester	
Rotation			yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examinations			Presentation and term paper or oral exam	
Scope and Length of Examinations			10 pages or 15 min.	
Module Responsibility with			Prof Dr Karen van den Berg	
Prerequisites			Successful completion of module LV 100081 "Introduction to Cultural Studies" and module LV 100083 "Cultural History"	
Use of Module			Major phase focus culture	
<p>Content: The module offers in-depth insights into the history of artistic production relations and introduces different areas of working practice in the art field. Within the framework of the seminar, perspectives from the history of ideas, social sciences, aesthetics, and the humanities will be related to each other. The work is carried out along analyses of artworks and art practices that make their own conditions of production their subject, and texts from recent art history. However, excursions to major exhibitions and studio visits are also important elements.</p> <p>Qualification objectives: Students are introduced to historical developments in contemporary art production. They gain an idea of the great artistic movements, their inventions and self-designs, which extend into today's artistic work structures. Special emphasis is placed on the analysis of different concepts of authorship, originality, and the changing social role of artists. Students will look at examples of works and personalities to examine production environments, studio practices, and economies in their historical contexts.</p> <p>Literature: Svetlana Alpers: <i>Rembrandt als Unternehmer</i>, Köln: DuMont 1989. Michael Baxandall: <i>Die Wirklichkeit der Bilder: Malerei und Erfahrung im Italien des 15. Jahrhunderts</i>, Frankfurt am Main: Athenäum Verlag 1987. Ernst Gombrich: <i>Die Geschichte der Kunst</i>. Berlin: Phaidon, 2002. Arnold Hauser: <i>Sozialgeschichte der Kunst und Literatur</i>, München: C.H. Beck 1990.</p>				
Courses in the module			hours	ECTS
C 121202 Modern History of Art Production			3	6

Module 121201 Lecture Series: Current Issues in Arts and Culture				
BA CCM	Semester 3-7	3 Contact Hours	6 ECTS	Contact Time/Self Study (in hrs): 45/105
Teaching Methods				seminar, lecture series, study trip
Event Type				mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>
Period				1 semester
Rotation				yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>
Examinations				presentation and paper or oral exam
Scope and Length of Examinations				written or oral exam
Module Responsibility with				Prof Dr Karen van den Berg
Prerequisites				Successful completion of module LV 100081 "Introduction to Cultural Studies" and module LV 100083 "Cultural History"
Use of Module				Major phase focus culture
<p>Content:</p> <p>The lecture series is based on the current annual theme of the Center for Cultural Production. It presents works, individual artists, historical contexts, artistic movements, and patterns of interpretation in cultural studies. In an accompanying tutorial, selected texts of the speakers will be discussed and the lectures will be prepared and followed up.</p> <p>Qualification objectives:</p> <p>The lecture series introduces students to different approaches to interpretation and analytical tools in the fields of art and cultural studies. Participants will learn how philosophers, scholars of art, literature, culture, music, and film work on a topic using different interpretive models and analytical tools and how they are situated in the history of ideas.</p> <p>Literature:</p> <p>Topic-related literature</p>				
Courses in the module			hours	ECTS
C 121201 Lecture Series: Current Issues in Arts and Culture			2	3
Tutorials			1	3

Module 121191 Cultural Policy				
BA CCM	Semester 4-7	3 Contact Hours	6 ECTS	Contact Time/Self Study(in hrs): 54/246
Teaching Methods				seminar
Event Type				mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>
Period				1 semester
Rotation				yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>
Examinations				see ZU hause and catalogue of courses
Scope and Length of Examinations				see ZU hause and catalogue of courses
Module Responsibility with				Prof Dr Martin Tröndle
Prerequisites				To be combined with Module 121192 Cultural Organizations
Use of Module				Major phase focus culture
<p>Content:</p> <p>At the core of the modules 'Cultural Policy' and 'Cultural Organizations' is the cultural field with its' manifold organizations. In Germany influential but only little visible are the state institutions enacting cultural policy. We will take a closer look at state, federal and municipal institutions, but also on the discourses of cultural policy in the module 'Cultural Policy'. What is the legitimization for the state supporting the arts in Germany and by which means is this realized? This analysis will be cross-referenced with an international perspective.</p> <p>Taking one step further we will critically ask how this legal and discursive framework influences art organizations and their audiences. Therefore, we analyze arts organizations before and behind the scenes in the module 'Cultural Organizations'. What strategies do they perform for sustaining, how do they try to attract new audiences, by which difficulties is such an organization confronted? These reflections will be driven by a critical practice asking for future models of cultural production inside and outside a stately driven market. A field excursion, meeting key actors in the field, as well as discussing various formats of displaying the arts is usually essential for this module.</p> <p>Qualification objectives:</p> <p>The modules 'Cultural Policy' and 'Cultural Organizations' give an introduction to the themes cultural policy, financing the arts, arts organizations; they also sensitize students of their own role in this field. They introduce theories and perspectives to develop a critical understanding of cultural policy and foster an understanding of the entanglement of art organizations – cultural policy and society.</p> <p>Literature:</p> <p>Brindle, Meg / DeVereaux, Constance (2011) The Arts Management Handbook. New Directions for Students and Practitioners, Armonk, London: M.E. Sharpe.</p> <p>Chong, Derrick (2002): Arts Management. London: Routledge.</p> <p>Heinrichs, Werner (2006): Der Kulturbetrieb: Bildende Kunst – Musik – Literatur – Theater – Film. Bielefeld: Transcript.</p> <p>Höhne, Steffen (2009): Kunst- und Kulturmanagement: Eine Einführung. Stuttgart: UTB.</p> <p>Tröndle, Martin / Steigerwald, Claudia (Hg.) (2019), Anthologie Kulturpolitik. Einführende Beiträge zu Geschichte, Funktionen und Diskurse der Kulturpolitik(forschung). Bielefeld: Transcript.</p>				

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Courses in the module	hours	ECTS
C 121191 Cultural Policy	3	6

Module 121192 Cultural Organizations				
BA CCM	Semester 4-7	3 Contact Hours	6 ECTS	Contact Time/Self Study (in hrs): 54/246
Teaching Methods				seminar
Event Type				mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>
Period				1 semester
Rotation				yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>
Examinations				see ZU hause and catalogue of courses
Scope and Length of Examinations				see ZU hause and catalogue of courses
Module Responsibility with				Prof Dr Martin Tröndle
Prerequisites				To be combined with Module 121191 Cultural Policy
Use of Module				Major phase focus culture
Content:				
<p>At the core of the modules 'Cultural Policy' and 'Cultural Organizations' is the cultural field with its' manifold organizations. In Germany influential but only little visible are the state institutions enacting cultural policy. We will take a closer look at state, federal and municipal institutions, but also on the discourses of cultural policy in the module 'Cultural Policy'. What is the legitimization for the state supporting the arts in Germany and by which means is this realized? This analysis will be cross-referenced with an international perspective.</p> <p>Taking one step further we will critically ask how this legal and discursive framework influences art organizations and their audiences. Therefore, we analyze arts organizations before and behind the scenes in the module 'Cultural Organizations'. What strategies do they perform for sustaining, how do they try to attract new audiences, by which difficulties is such an organization confronted? These reflections will be driven by a critical practice asking for future models of cultural production inside and outside a stately driven market. A field excursion, meeting key actors in the field, as well as discussing various formats of displaying the arts is usually essential for this module.</p>				
Qualification objectives:				
<p>The modules 'Cultural Policy' and 'Cultural Organizations' give an introduction to the themes cultural policy, financing the arts, arts organizations; they also sensitize students of their own role in this field. They introduce theories and perspectives to develop a critical understanding of cultural policy and foster an understanding of the entanglement of art organizations – cultural policy and society.</p>				
Literature:				
<p>Brindle, Meg / DeVereaux, Constance (2011) The Arts Management Handbook. New Directions for Students and Practitioners, Armonk, London: M.E. Sharpe.</p>				

Chong, Derrick (2002): Arts Management. London: Routledge.
 Heinrichs, Werner (2006): Der Kulturbetrieb: Bildende Kunst – Musik – Literatur – Theater – Film. Bielefeld: Transcript.
 Höhne, Steffen (2009): Kunst- und Kulturmanagement: Eine Einführung. Stuttgart: UTB.
 Tröndle, Martin / Steigerwald, Claudia (Hg.) (2019), Anthologie Kulturpolitik. Einführende Beiträge zu Geschichte, Funktionen und Diskurse der Kulturpolitik(forschung). Bielefeld: Transcript.
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Courses in the module	hours	ECTS
C 121192 Cultural Organizations	3	6

Module 121181 Theory & History of Curating				
BA CCM	Semester 5-7	3 Contact Hours	6 ECTS	Contact Time/Self Study (in hrs): 36/264
Teaching Methods			Seminar and workshop	
Event Type			mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Period			1 semester	
Rotation			yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examinations			project realisation and report	
Scope and Length of Examinations			depending on project; report 5-10 pages	
Module Responsibility with			Prof Dr Karen van den Berg	
Prerequisites			Module 21203 "Aesthetics & Art Theory" completed; to be combined with module 121182 "Curatorial Practice"	
Use of Module			Major phase focus culture	
<p>Content:</p> <p>The module introduces students to the theory and history of exhibiting, curating, and staging. It provides a deeper understanding of curatorial practices from the past and present. Students examine the role of curators, artists, spaces, and art institutions through relevant theoretical texts, seminar discussions, expert lectures, and exhibition visits. The focus is on tracing one's own epistemologies of exhibiting and staging and on making strategies for the production of atmospheres comprehensible.</p> <p>Qualification objectives:</p> <p>Students learn about historical and contemporary approaches, theories, and techniques of staging and curating. After completing the module, they will have in-depth knowledge of theories and strategies of exhibiting and staging in addition to having gained insights into the historical development of curatorial practice.</p> <p>Literature:</p> <p>Eigenheer, Marianne (Ed.): Curating Critique Frankfurt a.M.: Revolver. 2007.</p> <p>Gumbrecht, Hans Ulrich: Diesseits der Hermeneutik. Die Produktion von Präsenz, Frankfurt a.M.: Suhrkamp 2004.</p> <p>O'Doherty, Brian: Inside the White Cube: The Ideology of the Gallery Space, Santa Monica / San Francisco: The Lapis Press (1976) 1986.</p>				
Courses in the module			hours	ECTS
C 121181 Theory & History of Curating			3	6

Module 121182 Curatorial Practice				
BA CCM	Semester 5-7	3 Contact Hours	6 ECTS	Contact Time/Self Study (in hrs): 36/264
Teaching Methods		Seminar and workshop		
Event Type		mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>		
Period		1 semester		
Rotation		yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>		
Examinations		project realisation and report		
Scope and Length of Examinations		depending on project; report 5-10 pages		
Module Responsibility with		Prof Dr Karen van den Berg		
Prerequisites		Module 121203 „Aesthetics & Art Theory“ completed; to be combined with module 121181 “Theory and History of Curating”		
Use of Module		Major phase focus culture		
<p>Content: The module accompanies students in the realization of their own curatorial project - from the first idea to team building, artist selection, development of their own project design and staging concept, location scouting, search for project partners and fundraising to the actual realization of their own cultural event, performance or exhibition.</p> <p>Qualification objectives: After completing the module, students will be able to develop and implement their own exhibition and event concepts.</p> <p>Literature: Adrian George: The Curator's Handbook. London: Thames & Hudson 2015.</p>				
Courses in the module			hours	ECTS
C 121182 Curatorial Practice			3	6

Module 121351 Interdisciplinary Specialization for Focus Culture I					
BA CCM	Semester 3-7	3 Contact Hours	6 ECTS	Contact Time/Self Study(in hrs): 27/123	
Teaching Methods				seminar	
Event Type				mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Period				1 semester	
Rotation				yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examinations				depending on module/course	
Scope and Length of Examinations				depending on module/course	
Module Responsibility with				Academic Program Director	
Prerequisites				-	
Use of Module				Major phase focus culture	
<p>Content:</p> <p>This module adds an interdisciplinary profile to the focus Culture. Depending on the conditions of participations and free places, students can choose modules from other BA programs at Zeppelin University to improve their individual profile. This list will be updated yearly. These are examples:</p> <p>CME. Courses: 112071 Fundamentals of Personnel Management and 112072 Fundamentals of Marketing; Modules: 123142 Human Resources & Lead, 122091 Personnel Economics, 122102 Strategic Management</p> <p>PAIR. Courses: 123112 Political Philosophy; Modules: 123141 Management Theories</p> <p>SPE. Courses: 114071 Action Theory, 100115 System Theory, 114073 Network & Organisation Theory</p> <p>Qualification objectives:</p> <p>Students use this module to improve their expertise in the focus Culture and learn how familiar disciplines use concepts of culture.</p>					
Courses in the module				hours	ECTS
C 121351 Interdisciplinary Specialization for Focus Culture I				3	6

Module 121352 Interdisciplinary Specialization for Focus Culture II				
BA CCM	Semester 3-7	3 Contact Hours	6 ECTS	Contact Time/Self Study (in hrs): 27/123
Teaching Methods			seminar	
Event Type			mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Period			1 semester	
Rotation			yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examinations			depending on module/course	
Scope and Length of Examinations			depending on module/course	
Module Responsibility with			Academic Program Director	
Prerequisites			-	
Use of Module			Major phase focus culture	
<p>Content:</p> <p>This module adds an interdisciplinary profile to the focus Culture. Depending on the conditions of participations and free places, students can choose modules from other BA-Programs at Zeppelin University to improve their individual profile. This list will be updated yearly. These are examples:</p> <p>CME. Courses: 112071 Fundamentals of Personnel Management and 112072 Fundamentals of Marketing; Modules: 123142 Human Resources & Lead, 122091 Personnel Economics, 122102 Strategic Management</p> <p>PAIR. Courses: 123112 Political Philosophy; Modules: 123141 Management Theories</p> <p>SPE. Courses: 114071 Action Theory, 100115 System Theory, 114073 Network & Organisation Theory</p> <p>Qualification objectives:</p> <p>Students use this module to improve their expertise in the focus Culture and learn how familiar disciplines use concepts of culture.</p>				
Courses in the module			hours	ECTS
C 121352 Interdisciplinary Specialization for Focus Culture II			3	6

Major Phase | Interdisciplinary Elective Modules

Module 121361 Audience Studies					
BA CCM	Semester 4-7	3 Contact Hours	6 ECTS	Contact Time/Sell Study (in hrs): 27/123	
Teaching Methods				seminar	
Event Type				mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Period				1 semester	
Rotation				yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examinations				paper, theory expertise, practical exercises	
Scope and Length of Examinations				20.000 signs	
Module Responsibility with				Prof Dr Martin Tröndle	
Prerequisites				-	
Use of Module				Major phase interdisciplinary module	
<p>Contents:</p> <p>The module looks at the emergence and progress of audiences. It focuses on different terms theoretical conceptions of and methodological approaches to “the audience” that are discussed in cultural, social, media and communication sciences. In the context of an empirical research project, case studies can complement the module. These can encompass audience and user research in regard to radio and print media, digitalization of media, or in regard to theaters, concerts and museums.</p> <p>Qualification objectives:</p> <p>The module aims at analyzing the evolution of different notions of audiences in relation to media and cultural change, at examining audience / visitor research approaches in cultural institutions, and at transferring knowledge of foundational concepts of audience studies from an international perspective. The students will gather theoretical and methodological competences through the work on individual case studies.</p> <p>Literature:</p> <p>Buckingham, David (1993): Reading Audiences: young people and the media, Manchester, New York</p> <p>Butsch, Richard (2008): The Citizen Audience, New York, London.</p> <p>McQuail, Denis (1997): Audience Analysis, Thousand Oaks, London.</p> <p>Nightingale, Virginia (1996): Studying Audiences. The Shock of the Real, London.</p>					
Courses in the module				hours	ECTS
C 121361 Audience Studies				3	6

Module 121362 Media Reception and Media Consumption Studies					
BA CCM	Semester 4-7	3 Contact Hours	6 ECTS	Contact Time/Sell Study (in hrs): 27/123	
Teaching Methods				seminar	
Event Type				mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Period				1 semester	
Rotation				yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examinations				Paper, theory expertise, practical exercises	
Scope and Length of Examinations				25.000 signs	
Module Responsibility with				Prof Dr Udo Göttlich	
Prerequisites				-	
Use of Module				Major phase Interdisciplinary module	
<p>Content:</p> <p>The module deals with the different analytical approaches of media reception and media consumption studies. Students become familiar with different fields of application and questions in this key field of research in media and communication studies by performing a critical analysis of the development of theories and methods of reception research in the study of mass audiences right through to the Active Audience Concept in Cultural Studies.</p> <p>Besides examining the underlying theories in the context of mass communication research, the module will address the further development of the theoretical models of reception and consumption research in the context of digital media. Here, the focus is increasingly on the description and analysis of changed processes of cultural production in media appropriation.</p> <p>Qualification objectives:</p> <p>The goal is to develop a comprehensive understanding of media reception and media consumption processes on both the micro and macro levels in order to be able to analyze and explain current processes of change in the reception and consumption of media.</p> <p>Literature:</p> <p>Ang, Ien (1996): Living Room Wars. Rethinking Media Audiences for a Postmodern World, London/New York.</p> <p>Carpentier, Nico et al. (Ed.) (2014): Audience Transformations: Shifting Audience Positions in Late Modernity, London/New York.</p> <p>Livingstone, Sonia (2004): The Challenge of Changing Audiences, in: European Journal of Communication, Vol. 19, No.1, p.75-86.</p> <p>Schweiger, Wolfgang (2007): Theorien der Mediennutzung. Eine Einführung, Wiesbaden.</p> <p>Webster, J. G., & Ksiazek, T. B. (2012). The dynamics of audience fragmentation. Public attention in the age of digital media. Journal of Communication, 62(1), 39-56.</p>					
Courses in the module				hours	ECTS
C 121362 Media Reception and Media Consumption Studies				3	6

Module 121241 Psychology: Cognition, Language, & Perception					
BA CCM	Semester 3-7	3 Contact Hours	6 ECTS	Contact Time/Self Study (in hrs): 27/123	
Teaching Methods				seminar	
Event Type				mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Period				1 semester	
Rotation				yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examinations				presentation, paper, written exam	
Scope and Length of Examinations				90 min.	
Module Responsibility with				Prof Dr Anja Achtziger	
Prerequisites				-	
Use of Module				Major phase Interdisciplinary module	
<p>Content: In this module you will learn about the psychological basics which are useful to understand human attention, thinking processes, language, and perception. How does human perception work? Which cognitive processes are involved in subsequent processing of the information? What is the relationship between language and thinking? What are the different stages of language development? How are memories stored and retrieved in the human brain? What causes memory bias? Especially we will discuss psychological findings within the wider field of communication and culture.</p> <p>Qualification objectives: The main aim of this module is to develop a basic understanding of the psychological mechanisms underlying human perception, cognition, language and thinking.</p> <p>Literature: Will be updated each semester.</p>					
Courses in the module				hours	ECTS
C 121241 Psychology: Cognition, Language, & Perception				3	6

Module 121242 Psychology: Emotion, Motivation & Action					
BA CCM	Semester 3-7	3 Contact Hours	6 ECTS	Contact Time/Self Study (in hrs): 27/123	
Teaching Methods				seminar	
Event Type				mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Period				1 semester	
Rotation				yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examinations				presentation, paper, written exam	
Scope and Length of Examinations				90 min.	
Module Responsibility with				Prof Dr Anja Achtziger	
Prerequisites				-	
Use of Module				Major phase Interdisciplinary module	
<p>Content:</p> <p>We will discuss theories and studies concerning the following questions: „How are emotions activated?“ „What comes first, cognition or emotion?“ „Why do people set goals? Which kinds of goals work best?“ „Why do we need self-control?“ „When does ego-depletion impair performance? How can ego-depletion be controlled?“.</p> <p>People differ concerning their unconscious motives. The most important motives for human beings are achievement, affiliation, and power. „How can these motives be measured?“ „How do they influence feeling, thinking, and behavior?“ „What is the neurophysiological basis for motivation and emotion?“.</p> <p>Qualification objectives:</p> <p>Learning and understanding basic theories and empirical studies on human motivation and emotion in order to explain behavior in different kinds of situations.</p> <p>Literature:</p> <p>Will be announced at the beginning of the semester.</p>					
Courses in the module				hours	ECTS
C 121242 Psychology: Emotion, Motivation & Action				3	6

Module 124024 Urbanisation in Global Society			
BA CCM	Semester 3-7	3 Contact Hours	6 ECTS
			Contact Time/Self Study (in hrs): 27/123
Teaching Methods			seminar
Event Type			mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>
Period			1 semester
Rotation			yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>
Examinations			presentation and paper
Scope and Length of Examinations			20 min., 20.000 signs
Module Responsibility with			Prof Dr Manfred Moldaschl
Prerequisites			-
Use of Module			Major phase Interdisciplinary module
<p>Content:</p> <p>The module deals with cultural and societal processes, which occur and develop in the course of global exchange and contact between cultures in an urban context through migration and mobility. In times of cultural globalization, the reasons for cultural exchange and conflict intensify in all kinds of private and professional life on all levels. Although globalization is regarded as a contemporary phenomenon, it is a historical process as well, reaching back hundreds of years. Nevertheless, the enormous acceleration, a growth of networks and increasing density, brought forth by innovations in technology and logistics (Ground-based and aerial mobility, techniques of construction), is experienced as a novel form of globalization. Against this backdrop, the module explores challenges and problems of urbanisation, which unfolds worldwide in various ways – Regions with an explosive number and size of mega-cities are opposed to stagnant and shrinking cities, each with a variety of cultural, social, and economic patterns. The module focuses on a variety of socio-cultural developments stemming from globalization and investigates them through the means of social and cultural science.</p> <p>Qualification objectives:</p> <p>The students develop an understanding of the culture and society with regard to global dependencies and interdependencies with a focus on urban development.</p> <p>Literature:</p> <p>Beck, Ulrich (2007): Weltrisikogesellschaft. Auf der Suche nach der verlorenen Sicherheit. Frankfurt/M.: Suhrkamp.</p> <p>Meyer, John W. (2005): Weltkultur: Wie die westlichen Prinzipien die Welt durchdringen, FfM.</p> <p>Sassen, Saskia (2012): Cities in a World Economy (4thd. Ed.). London: Sage.</p>			
Courses in the module			hours
C 124024 Urbanisation in Global Society			ECTS
			3
			6

Module 124025 Global Culture & Communication				
BA CCM	Semester 3-7	3 Contact Hours	6 ECTS	Contact Time/Self Study (in hrs): 27/123
Teaching Methods			seminar	
Event Type			mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Period			1 semester	
Rotation			yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examinations			paper or two theory expertises	
Scope and Length of Examinations			20.000 signs or 2 x 10.000 signs	
Module Responsibility with			Prof Dr Udo Göttlich	
Prerequisites			-	
Use of Module			Major phase Interdisciplinary module	
<p>Content:</p> <p>The processes of internationalisation and transnationalisation of mass communication recently intermingle with questions of the role of the Internet and communication in the so-called "social web". This leads to a reformulation of the problem of the mass media's role for societal and cultural integration in the global modernity. Against this backdrop, the module deals with questions of the development and change of so-called "spaces of identity", as well as "spaces of culture" on a national, European, international, and global level. Exemplary analyses of these phenomena include questions of cultural imperialism through transnational media, the development of a global Internet culture, against the backdrop of questions of ethnicity and identity, framed by the concepts of "diaspora" or global protest movements.</p> <p>Qualification objectives:</p> <p>The module gives insights on relevant concepts, methods, and theories regarding networks of communication on a global, intercultural, and transcultural level. Students are introduced to the discourse on the consequences of societal and cultural globalization from the vantage point of communication science.</p> <p>Literature:</p> <p>HALL, Stuart (1994): Die Frage der kulturellen Identität, in: ders., Rassismus und kulturelle Identität. Ausgewählte Schriften 2, Hamburg, S.180-222.</p> <p>TOMLINSON, John (2002): Internationalismus, Globalisierung und kultureller Imperialismus, in: LÖFFELHOLZ, Martin; HEPP, Andreas (Hrsg.): Transkulturelle Kommunikation, in: dies. (Hrsg.): Grundagentexte zur transkulturellen Kommunikation, Konstanz, S.140-163.</p> <p>WELSCH, Wolfgang (1999): Transculturality: The Puzzling Form of Cultures Today, in: Featherstone, Mike; Lash, Scott (eds.), Spaces of Culture, London et al., S.199-213.</p> <p>WOLTON, Dominique (2003): L'Autre Mondialisation. Paris.</p>				
Courses in the module			hours	ECTS
C 124025 Global Culture & Communication			3	6

Module 121231 Law in the Media & Cultural Sector				
BA CCM	Semester 3-7	3 Contact Hours	6 ECTS	Contact Time/Self Study (in hrs): 27/123
Teaching Methods			seminar	
Event Type			mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Period			1 semester	
Rotation			yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examinations			written exam	
Scope and Length of Examinations			90 min.	
Module Responsibility with			Prof Dr Georg Jochum	
Prerequisites			course 100093 „Foundations of law“ completed	
Use of Module			Major phase Interdisciplinary module	
<p>Content:</p> <ul style="list-style-type: none"> Personal rights Fundamental rights of communication Law of broadcasting/Media treaty Legal framework of Multimedia and Internet Law of the press Law for the protection of the youth Law of data protection <p>Qualification objectives:</p> <p>The students are learning the different regimes of media law and are able to use these knowledge in simple cases.</p> <p>Literature:</p> <p>Books about media law or recommendations of the teacher.</p>				
Courses in the module			hours	ECTS
C 121231 Law in the Media & Cultural Sector			3	6

Module 121232 Intellectual Property Law				
BA CCM	Semester 3-7	3 Contact Hours	6 ECTS	Contact Time/Self Study (in hrs): 27/123
Teaching Methods			seminar	
Event Type			mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Period			1 semester	
Rotation			yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examinations			written exam	
Scope and Length of Examinations			90 min.	
Module Responsibility with			Prof Dr Georg Jochum	
Prerequisites			course 100093 „Foundations of law“ completed	
Use of Module			Major phase Interdisciplinary module	
<p>Content:</p> <ul style="list-style-type: none"> Copyright law Trademark law Patent law Design law Enforcement of intellectual property claims <p>Qualification objectives:</p> <p>The students are learning the different regimes of intellectual property law and are able to use these knowledges in simple cases.</p> <p>Literature:</p> <p>Books about intellectual property law or recommendations of the teacher.</p>				
Courses in the module			hours	ECTS
C 121232 Intellectual property law			3	6

Module 121401 Current Issues in Cultural & Communication Studies I				
BA CCM	Semester 3-7	3 Contact Hours	6 ECTS	Contact Time/Self Study (in hrs): 27/123
Teaching Methods			seminar	
Event Type			mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Period			1 semester	
Rotation			yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examinations			see ZU hause and course catalogue	
Scope and Length of Examinations			see ZU hause and course catalogue	
Module Responsibility with			Academic Program Director	
Prerequisites			-	
Use of Module			Major phase Interdisciplinary module	
<p>Content: This module provides space for special issues within cultural and communication studies. These issues can derive from basic debates within cultural and communication studies as well as the role of these disciplines in current social debates.</p> <p>Qualification objectives: Students gain insights in theories and concepts of cultural and communication studies as well as learn to apply these in conceptual as well as current debates.</p> <p>Literature: depending on topic</p>				
Courses in the module			hours	ECTS
C 121401 Current Issues in Cultural & Communication Studies I			3	6

Module 121402 Issues in Cultural & Communication Studies II					
BA CCM	Semester 3-7	3 Contact Hours	6 ECTS	Contact Time/Self Study (in hrs): 27/123	
Teaching Methods				seminar	
Event Type				mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Period				1 semester	
Rotation				yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examinations				see ZU hause and course catalogue	
Scope and Length of Examinations				see ZU hause and course catalogue	
Module Responsibility with				Academic Program Director	
Prerequisites				-	
Use of Module				Major phase Interdisciplinary module	
<p>Content: This module provides space for special issues within cultural and communication studies. These issues can derive from basic debates within cultural and communication studies as well as the role of these disciplines in current social debates.</p> <p>Qualification objectives: Students gain insights in theories and concepts of cultural and communication studies as well as learn to apply these in conceptual as well as current debates.</p> <p>Literature: depending on topic</p>					
Courses in the module				hours	ECTS
C 121402 Issues in Cultural & Communication Studies II				3	6

Module 12141 Creativity & Performativity				
BA CCM	Semester 3-7	3 Contact Hours	6 ECTS	Contact Time/Self Study(in hrs): 27/123
Teaching Methods			workshop, exercises	
Event Type			mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Period			1 semester	
Rotation			yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examinations			presentation	
Scope and Length of Examinations			15-20 min.	
Module Responsibility with			Prof Dr Stephan Schmidt-Wulffen Prof Dr Jan Söffner Prof Dr Karen van den Berg	
Prerequisites			-	
Use of Module			Major phase Interdisciplinary module	
<p>Content:</p> <p>This module focuses on what makes innovation possible and how one can gain a new perspective on what is common. The students will receive the possibility to put various forms of artistic and aesthetic knowledge to test in an experimental and performative setting. Employing strategies and ideas that derive from the practical interaction with their body, they will get an insight into new techniques of observing, improvising and imagining, that are not usually taught in academic setting.</p> <p>Within the module, different concentrations can be chosen or combined: they will span from the field of the performing arts to film, drawing, design, photography and yoga. The program is structured by practical workshops, theoretical reflection and a final public presentation.</p> <p>Qualification objectives:</p> <p>The workshop aims to foster the students' perceptiveness and to convey fundamentals in alternative forms of knowledge within an academic setting. Moreover, the students will receive an introduction to design competencies and more sophisticated understanding of their social interactions.</p> <p>Literature:</p> <p>Charles Sanders Peirce: Die Abduktion in der Wahrnehmung, in: Lambert Wiesing (Hg.): Philosophie der Wahrnehmung: Modelle und Reflexionen, Frankfurt/Main 2002, S.195-202.</p> <p>Karen van den Berg /Stephan Schmidt-Wulffen: The Politics of Artistic Knowledge at Universities, in: Harald Gruber, Gabriele Schmid, Peter Sinapius, Rosemarie Tüpker (Hgg.): Artistic Research in Applied Arts, Berlin, 2015: 159-176.</p>				
Courses in the module			hours	ECTS
C 110012 Workshop Creativity & Performativity			2	2
C 121411 Reflection and Presentation of Artistic Epistemes			1	4

Module 24115-12 Independent Project in Media, Culture & Entrepreneurship				
BA CCM	Semester 3-7	3 Contact Hours	12 ECTS	Contact Time/Self-study (in hrs): 27/282
Teaching Method			workshop, project	
Event Type			mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Period			2 semesters	
Rotation			yearly <input type="checkbox"/> per semester <input checked="" type="checkbox"/>	
Examination			individual project report with a documentation of the research process and its realization (exhibition, concert, performance etc.)	
Scope and Length of Examination			length will be discussed at the beginning of the course	
Module Responsibility			Prof Dr Karen van den Berg Prof Dr Martin Tröndle	
Prerequisites			-	
Use of Module			Major phase Interdisciplinary module	
<p>Content: Questions of our social world can be expressed and reflected in artistic forms. Festivals, exhibitions and experimental symposiums are possible formats for this. Be it in music, in the performing or the visual arts, this module aims to provide a framework that enables students to create such a project, both in theory and in practice. Theoretical input and a continuous project coaching will thereby support the students and their independent work within this curatorial project structure.</p> <p>Qualification objectives: The module aims to contribute to students' capacity for curatorial, conceptual and organizational work: it will enable them to realize cultural / artistic projects independently while securing that the process is constantly reflected from a scientific point of view.</p> <p>Literature: The literature will depend on the chosen topic.</p>				
Courses in the module			hours	ECTS
C 241151 Input Workshop			1	1
C 241152 Project Coaching and Realization			2	11

Module 12344 Advanced Methods				
BA CCM	Semester 3-7	4 Contact Hours	6 ECTS	Contact Time/Self Study (in hrs): 36/114
Teaching Methods		workshops		
Event Type		mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>		
Period		1 semester		
Rotation		yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>		
Examinations		Paper (thereby applying one of the methods taught)		
Scope and Length of Examinations		see ZU hause and course catalogue		
Module Responsibility with		N.N.		
Prerequisites		-		
Use of Module		Major phase Interdisciplinary module		
<p>Content:</p> <p>The module "Advanced Methods" consists of the attendance of four methodological workshops. The combination is optional, as long as it covers the workshops (No. 1-X) that are specified accordingly. Per semester, one to two accordingly specified workshops are regularly offered, e.g. on the following methods:</p> <ul style="list-style-type: none"> Hermeneutics Discourse analysis Picture analysis Methods of ethnography Design of case studies Qualitative methods Quantitative methods (incl. automated methods) Network analysis Grounded theory Qualitative Comparative Analysis (QCA) Multivariate analysis methods <p>Qualification objectives:</p> <p>The students get to know innovative and advanced methods of data collection and analysis from social sciences and can critically reflect their application.</p> <p>Literature:</p> <p>Depending on the workshop.</p>				
Courses in the module			hours	ECTS
C 123241-44 Advanced Methods 1			1,5	3
C 123241-44 Advanced Methods 2			1,5	3

The Humboldt Year

Option 1 Research Project				
BA CCM	Semester 6-7	4 to 6 Contact Hours	30 ECTS	Contact Time/Self study (in hrs): 36/714-54/696
Teaching Methods			individual supervision, project-specific seminar, colloquium	
Event Type			mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Period			2 semesters	
Rotation			yearly <input type="checkbox"/> per semester <input checked="" type="checkbox"/>	
Examinations			project documentation, presentation	
Scope and Length of Examinations			around 40.000 signs, around 20 min.	
Module Responsibility			Prof Dr Maren Lehmann	
Prerequisites			-	
Use of Module			Humboldt year	
<p>Content:</p> <p>The module "Research Project" addresses students with a pronounced interest in academic work and research-oriented professional fields. It offers students the chance to realize – academically supported – a research-oriented project at a ZU chair, research cluster, research association, or research center. Linked to their project the students write an academic paper as a report on their project. This written examination is an independently prepared academic work in which students apply academic methods and findings to a concrete research topic.</p> <p>Besides the individual academic supervision the students are accompanied through the project by relevant content and methods courses and/or a research colloquium.</p> <p>Qualification objectives:</p> <p>The students are to acquire advanced knowledge in academic work. Therefore, they improve independent work, link between theory and application and follow a research question in a longer time. All these competences are necessary for the bachelor thesis.</p> <p>Literature:</p> <p>Depend on the project</p>				
Courses in the module			hours	ECTS
C 114711 Research Project			1	21
AND C 114712 Research Colloquium			2	3
C about research project from SPE/CCM/CME/PAIR-Elective modules			3	6
OR C Advanced Seminar from SPE/CCM/CME/PAIR			3	9

Option 2 Advanced Studies				
BA SPE	Semester 6-7	12 Contact Hours	30 ECTS	Contact Time/Self Study (in hrs): 108/642
Teaching Methods				seminar
Event Type				mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>
Period				2 semesters
Rotation				yearly <input type="checkbox"/> per semester <input checked="" type="checkbox"/>
Examinations				depend on seminar
Scope and Length of Examinations				depend on seminar
Module Responsibility				Academic Program Director
Prerequisites				-
Use of Module				Humboldt year
<p>Content:</p> <p>Advanced seminars deal with current issues from a sociological, political and/or economic perspective in details and with a high level of reflection. Independent literature research, intensive literature study and willingness to reflection at a high theoretical and empirical level are expected from the students.</p> <p>CCM-Students can choose modules either from the CCM elective modules or from the other programs of study to build a thematic or a methodic track of study.</p> <p>Qualification objectives:</p> <ul style="list-style-type: none"> Literature research Theory-based reflection Ability to deal with a topic intensively and from various theory perspectives Knowledge about the topic Advanced use of methods 				
Courses in the module			hours	ECTS
C 111533 CCM-Advanced Seminar			3	9
C 111534 CCM-Advanced Seminar			3	9
C CCM-Elective Modules			6	12

Bachelor Phase

Module 11280 Final Module					
BA SPE	Semester 8	0 Contact Hours	14 ECTS	Contact Time/Self Study (in hrs): -/350	
Teaching Methods				colloquium, individual supervision	
Event Type				mandatory <input checked="" type="checkbox"/> elective <input type="checkbox"/>	
Period				1 semester	
Rotation				yearly <input type="checkbox"/> per semester <input checked="" type="checkbox"/>	
Examinations				bachelor-thesis and defense	
Scope and Length of Examinations				30-45 min., ca. 90.000 signs	
Module Responsibility				Academic Programm Director	
Prerequisites				Obligatory modules completed	
Use of Module				Bachelor phase	
<p>Content:</p> <p>Students</p> <ul style="list-style-type: none"> Learn to develop and present a scientific research question; Acquire the skill to discuss their project with an expert audience, to make use of these discussions in their further working process. <p>Contents depend on the research interests of the students. The questions they are working on in their Bachelor Thesis are the topic of the course.</p> <p>Qualification objectives:</p> <ul style="list-style-type: none"> Critical analysis and utilization of relevant issues for the thesis Production of an abstract and presentation as a draft 					
Courses in the module				hours	ECTS
Bachelor Thesis				-	12
Defense				-	2

Workshop 110012 Creativity & Performativity					
BA CCM	Semester 1-8	2 Contact Hours	1 ECTS	Contact Time/Self Study (in hrs): 18/7	
Teaching Methods				seminar, exercise	
Event Type				mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Period				1 semester	
Rotation				yearly <input type="checkbox"/> per semester <input checked="" type="checkbox"/>	
Examinations				no examination	
Scope and Length of Examinations				80% attendance	
Module Responsibility with				Prof Dr Stephan Schmidt-Wulffen Prof Dr Karen van den Berg	
Prerequisites				-	
Use of Module				ZU Plus	
<p>Content:</p> <p>This module focuses on what makes innovation possible and how one can gain a new perspective on what is common. The students will receive the possibility to put various forms of artistic and aesthetic knowledge to test in an experimental and performative setting. Employing strategies and ideas that derive from the practical interaction with their body, they will get an insight into new techniques of observing, improvising and imagining, that are not usually taught in academic setting. Within the module, different concentrations can be chosen or combined: they will span from the field of the performing arts to film, drawing, design, photography and yoga. The program is structured by practical workshops and a final public presentation.</p> <p>Students that are interested in a more detailed perspective should elect the module 121403 that can be chosen as an elective by CCM students and as a multidisciplinary module by all other students.</p> <p>Qualification objectives:</p> <p>The workshop aims to foster the students' perceptiveness and to convey fundamentals in alternative forms of knowledge within an academic setting. Moreover, the students will receive an introduction to design competencies and more sophisticated understanding of their social interactions.</p> <p>Literature:</p> <p>See ZU hause and course catalogue.</p>					
Courses in the module				hours	ECTS
C 110012 Creativity & Performativity				2	1

Workshop 110011 Fundamentals of Entrepreneurship				
BA CCM	Semester 1-8	2 Contact Hours	1 ECTS	Contact Time/Self Study (in hrs): 18/7
Teaching Methods		seminar, exercise		
Event Type		mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>		
Period		1 semester		
Rotation		yearly <input type="checkbox"/> per semester <input checked="" type="checkbox"/>		
Examinations		no examination		
Scope and Length of Examinations		70% attendance		
Module Responsibility with		PioneerPort		
Prerequisites		-		
Use of Module		ZU Plus		
<p>Content:</p> <p>The founding idea, especially in the area of <i>social entrepreneurship</i>, plays a central role at ZU and respective (student) projects are supported sustainably.</p> <p>The workshop on the fundamentals of entrepreneurship thus aims to make all students of our university familiar with the backgrounds, questions, risks, and potentials of founding. It provides an overview of the planning necessary for new business ideas, the many individual steps on the way to one's own founding, as well as the underlying theoretical knowledge. The students are encouraged to identify new corporate ideas, and to conceptualize, plan, finance, and successfully market them. The structure of the workshop follows the chronology of the founding process.</p> <p>Qualification objectives:</p> <p>Consequently, the students learn the skills necessary to discover market-efficient innovation potentials, to implement their own ideas, and to evaluate the founding initiatives of others.</p>				
Courses in the module			hours	ECTS
C 110011 Workshop Fundamentals of Entrepreneurship			2	1

Recommended Modules for other programs of studies

	ECTS	hrs
<ul style="list-style-type: none"> Module 121291 Media Change & Digitalization Module 121292 Media Culture & Media Society <p>recommended for SPE & CME</p>	6 6	3 3
<ul style="list-style-type: none"> Module 121283 Social Psychological Aspects of Communication <p>recommended for CME</p>	6	3
<ul style="list-style-type: none"> Module 121301 Organizational Communication Module 121302 PR & Strategic Communication Management <p>recommended for CME, PAIR & SPE</p>	6 6	3 3
<p>Module Cultural Policy & Arts Organizations</p> <ul style="list-style-type: none"> Module 121191 Cultural Policy Module 121192 Cultural Organizations <p>recommended for PAIR</p>	6 6	3 3
<ul style="list-style-type: none"> Module 121241 Psychology: Cognition, Language, & Perception Modul 121242 Psychology: Emotion, Motivation & Action <p>recommended for CME & PAIR</p>	6 6	3 3