zeppelin universität

zwischen
Wirtschaft Kultur Politik

Module Handbook
for the four-year B.A. study program
Communication, Culture & Management
BA CCM | 4y

(starting from Fall Semester 2024)

Table of Contents

Note on the topicality of the module descriptions

Current information on contents and examinations, which may vary depending on the lecturer, can be found in the course catalog or at ZU|hause.

Issued: 2024-08-01

Zeppelin Year

Module 10000 | Interdisciplinary Module | Zeppelin Project				
BA CCM	Semesters 1-2	6 h/week	13 ECTS	Contact time/self-study (in hrs): 72/253
Teaching form				Lecture, workshop, group supervision
Event type				mandatory ⊠ elective ☐
Duration				2 semesters
Rotation				annually ☐ per semester ⊠
Examinations				Term paper, presentation, group research project/report
Scope and duration of examination				Approx. 20,000 characters; approx. 60 minutes; the scope of the group work is determined individually with the supervisor depending on the topic and the size of the group, taking into account the planned workload of 8 ECTS credits.
Responsible for module				Prof. Dr. Maren Lehmann Prof. Dr. Jarko Fidrmuc Prof. Dr. Joachim Behnke
Prerequisites				-
Use of module				Zeppelin Year

Content:

The aim of this module is to enable students to work independently on content relevant to their studies and to enable them to carry out academic work. Students are required to formulate a scientific research question independently, to work on it by applying theories and scientific methods, and to interpret their research results.

The results will be presented at a final conference open to the university. The teaching research project is flanked by an interdisciplinary seminar and courses on methods. Students are supported in their project work by an academic supervisor.

Qualification objectives:

Right from the start in the first semester, students acquire the ability to develop and work on scientific questions within the framework of an individual term paper. In addition, students learn to tackle scientific questions as part of group work and to access and utilize expert knowledge from various disciplines. The introduction of multidisciplinary and transdisciplinary research methods enables them to explore a field of research or a social problem area. It is important to define and control the processes of cooperation and coordination in a project team. As part of the module, students learn to observe and narrow down a current social problem area in such a way that it can

be implemented in a project and presented to the public. To this end, they are shown the necessary forms of academic work and the appropriate methods, which they then develop together.

Literature:
Is set depending on the project.

Courses in the module	h/week	ECTS
C 100006 | Interdisciplinary Perspectives	2	3
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 1-2	6 h/week	5 ECTS	Contact time/self-study (in hrs): 72/53
Teaching form				Lecture, seminar
Event type				mandatory ☒ elective ☐
Duration				1 semester
Rotation				annually ☐ per semester ☒
Examination				Written exam, homework in the seminar
Scope and duration of examination				90 min.
Module responsibility with				Prof. Dr. Joachim Behnke Prof. Dr. Udo Göttlich Prof. Dr. Matthias Weiß
Prerequisites				-
Use of module				Zeppelin Year

Content:

The module deals with fundamental questions of scientific theory, explains central scientific theory concepts, theories and controversies in economics, social sciences, and cultural studies, and deals with the special features of interdisciplinary work and research. In addition, the basics of artificial intelligence are taught with a view to their use in research, studies and practice. The basics of scientific work are also taught.

Possible topics of the module include:
| What is science?
| Theories, methods, hypotheses
| What is economic, social and cultural science?
| Concepts of interdisciplinary work
| Weber's program scientific theory (objectivity and value freedom)
| Popper's critical rationalism
| Kuhn's theory of the paradigm shift
| Lakatos' research program
| Feyerabend's methodological pluralism
| Lyotard and postmodern knowledge
| Science and scientific theories as a social construct
| How does artificial intelligence work?
| What data- and model-related biases can exist?
| What are potential ethical implications of AI use?
| How can predictions made by AI algorithms be critically evaluated?

Qualification objectives:

After completing the module, students should be familiar with various basic concepts of scientific and epistemological theory in economics, social sciences and cultural studies and be able to critically

relate these to each other and evaluate scientific approaches against the background of developments in scientific theory and current challenges. Furthermore, students should be able to understand and critically evaluate the basic functioning of artificial intelligence in general and with regard to its application in research.

Literature:

Adorno, Th. W. u.a. (1972): Der Positivismusstreit in der deutschen Soziologie, Darmstadt.

Chalmers, Alan F. (2001)[1976]: Wege der Wissenschaft, Berlin.

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.

Heine, M., Dhungel, A. K., Schrills, T., & Wessel, D. (2023). Künstliche Intelligenz in öffentlichen Verwaltungen: Grundlagen, Chancen, Herausforderungen und Einsatzszenarien (p. 208). Springer Nature.

Courses in the module	h/week	ECTS
C 100014 | Philosophy of Science	3	3
C 100015 | Introduction to Academic Research	1.5	1
C 100009 | Fundamentals of Artificial Intelligence (AI)	1.5	1

Module 10002 | Foundations of Methods				
BA CCM	Semesters 1-2	6 h/week	12 ECTS	Contact time/self-study (in hrs): 72/228
Teaching form				Lecture, tutorials
Event type				mandatory ☒ elective ☐
Duration				2 semesters
Availability				annually ☐ per semester ☒
Examination				Midterm and final exams
Scope and duration of examination				45 min.
Responsible for module				Prof. Dr. Franziska Peter Dr. Kilian Seng
Prerequisites				-
Use of module				Zeppelin Year

Content:

The course Empirical Social Research introduces students to the fundamentals of scientific theory and basic methodological concepts. In addition, research designs, sampling methods and measurements are covered. Qualitative and quantitative surveys, observations and content analyses are explained as survey methods. Practical aspects such as the design of questionnaires or the specifics of certain survey situations, such as reactivity, will also be addressed.

The course Statistics covers the basics of probability theory, descriptive statistics and inferential statistics. Univariate and bivariate statistics as well as measures of correlation and tests for variables with different scale levels are introduced step by step.

Qualification objectives:

The aim of the module is to convey the process of a research project from the theoretical foundations, planning and data collection to data analysis. In addition, students should be sensitized for the sensible use of statistics and gain an overview of descriptive and inductive statistics.

Literature:

Diekmann, Andreas (2010): Empirische Sozialforschung. Grundlagen, Methoden, Anwendungen. Reinbek: Hamburg.

Porst, Rolf (2011): Fragebogen. Ein Arbeitsbuch. Wiesbaden: VS Verlag.

Jann, Ben (2005): Einführung in die Statistik. 2. Auflage, München: Oldenbourg.

Kühnel, Steffen M. und Dagmar Krebs (2012): Statistik für die Sozialwissenschaften. Grundlagen, Methoden, Anwendungen. Reinbek: Rowohlt

Courses in the module	h/week	ECTS
C 100024 | Empirical Social Research	3	6
C 100025 | Statistics	3	6

Module 10008 | Program Module CCM				
BA CCM	Semesters 1-2	6 h/week	12 ECTS	Contact time/self-study (in hrs): 72/228
Teaching form				Input event with discussion
Event type				mandatory ☒ elective ☐
Duration				2 semesters
Availability				annually ☐ per semester ☒
Examination				Term paper, essay, written exam
Scope and duration of examination				15,000 characters, 60-90 min.
Responsible for module				Prof. Dr. Florian Muhle Prof. Dr. Jan Söffner
Prerequisites				-
Use of module				Zeppelin Year

Content:

During the work on the Zeppelin project, this module offers an introduction to the basics of communication studies and cultural studies in two courses. The focus is on teaching typical questions and problems of cultural studies and communication studies, teaching theories and presenting subject-specific current topics and developments.

Qualification objectives:

The courses introduce the basic questions and problems as well as the theories of cultural studies and communication studies.

Literature:

Siegfried J. Schmidt / Guido Zurstiege (2007): Kommunikationswissenschaft: Systematik und Ziele, Reinbek b. Hamburg.

Böhme, Hartmut / Matussek, Peter / Müller, Lothar (2007): Orientierung Kulturwissenschaft: Was sie kann, was sie will, 3rd ed. Reinbek b. Hamburg.

Courses in the module	h/week	ECTS
C 100081 | Introduction to Issues in Communication	3	6
C 100082 | Introduction to Issues in Cultural Science	3	6

Module 10012 | Interdisciplinary Perspectives				
BA CCM	Semesters 1-2	9 h/week	18 ECTS	Contact time/self-study (in hrs): 108/342
Teaching form				Lecture, seminar, tutorials
Event type				mandatory ☒ elective ☐
Duration				2 semesters
Availability				annually ☐ per semester ☒
Examination				Written exam, presentation, term paper
Scope and duration of examination				See ZU|hause or course catalog
Responsible for module				Academic program chairmanship SPE Academic program chairmanship CCM Academic program chairmanship Bachelor PAIR Academic program chairmanship CME
Prerequisites				-
Use of module				Zeppelin Year

Content:

This module consists of the courses of the program-specific mandatory modules of all BA study programs. Students can freely choose 3 courses from a total of 9 courses.

Qualification objectives:

From the first semester onwards, students can focus on other subjects in addition to their mandatory courses and gain systematic insights into the scientific-theoretical heuristics and methodology of other disciplines.

Literature:

Is adjusted according to the seminar.

Courses in the module	h/week	ECTS
Course 100071 | Introduction to Business Administration	3	6
Course 100072 | Introduction to Economics	3	6
Course 100073 | Business Accounting	3	6
Course 100091 | Polity, Politics, Policy	3	6
Course 100092 | Public Administration	3	6
Course 100093 | Fundamentals of Law	3	6
Course 100094 | International Relations	3	6
Course 100151 | Foundations of Sociology	3	6
Course 100083 | Cultural History	3	6

Major Phase CCM | Mandatory Modules

Module 11107	Methods in Communication Studies			
BA CCM	Semesters 3-4	6 h/week	12 ECTS	Contact time/self-study (in hrs): 72/228
Teaching form				Seminar
Event type				mandatory ☒ elective ☐
Duration				1 semester
Availability				annually ☒ per semester ☐
Examination				Term paper or project report
Scope and duration of examination				Depends on examination
Responsible for module				Prof. Dr. Udo Göttlich Prof. Dr. Florian Muhle
Prerequisites				-
Use of module				Major Phase	Focus: Communication

Content:

The module provides a structured introduction to the application of qualitative and quantitative methods in communication science. Which non-standardized and standardized methods are used in communication science, who works with these methods, and how do different subfields or specialist perspectives differ in their methodological working methods and approaches? In addition to the differences between content-analytical and categorizing methods on the one hand and reconstructive methods on the other, the seminars teach the practical application of methods for specific questions and problem areas in communication science.

Qualification objectives:

Students will be able to recognize and reflect on the differences between various methods and to select and apply suitable methods for investigating specific communication science issues.

Literature:

Averbeck-Lietz, Stefanie; Meyen, Michael (eds.) (2016): Handbuch nicht standardisierte Methoden in der Kommunikationswissenschaft, Wiesbaden.

Ayaß, Ruth; Bergmann, Jörg (eds.) (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. (eds.) (2000): Handbuch standardisierte Erhebungsverfahren in der Kommunikationswissenschaft, Wiesbaden.

Courses in the module	h/week	ECTS
C 111091 | Content Analysis and Categorizing Methods	3	6
C 111092 | Reconstructive Methods	3	6

Module 11108 | Methods in Cultural and Arts Studies				
BA CCM	Semesters 3-4	6 h/week	12 ECTS	Contact time/self-study (in hrs): 72/228

Teaching form	Seminar, workshop
Event type	mandatory ☒ elective ☐
Duration	1 semester
Availability	annually ☒ per semester ☐
Examination	Term paper, project report
Scope and duration of examination	See ZU|hause or course catalog
Responsible for module	Prof. Dr. Karen van den Berg Prof. Dr. Jan Söffner
Prerequisites	-
Use of module	Major Phase | Focus: Culture

Content:

Methods in the humanities have been applied on expanding fields within recent decades.

The module provides a structured introduction to this area. What methods are used on which occasion? Who works with these methods and how do different subfields or specialist perspectives differ in their methodological working methods and approaches? In addition to the differences in methods and their application, the seminars teach methods for specific questions and problem areas in art and cultural sciences.

Qualification objectives:

Students acquire the ability to work on art and cultural science issues using various methods. The courses aim to introduce both the methodological principles and the methodological approach of the individual perspectives on the basis of fundamental questions and problems.

Literature:

Stanley Fish: Is there a text in this Class? The Authority of Interpretive Communities, London/Cambridge: Harvard University Press 2003

Krešimir Purgar (ed.): The Palgrave Handbook of Image Studies 2022

Courses in the module	h/week	ECTS
C 111101 | Methods of Arts & Visual Analysis	3	6
C 111102 | Methods of Cultural & Media Studies	3	6

Major Phase CCM | Compulsory Elective Modules

Focus: Communication

Fundamentals of Media & Communication Studies

Module 121271	Theory & Critique of Communication Media			
BA CCM	Semesters 3-7	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form				Seminar
Event type				mandatory ☐ elective ☒
Duration				1 semester
Availability				annually ☒ per semester ☐
Examination				Term paper or theory expertise
Scope and duration of examination				Depends on examination
Responsible for module				Prof. Dr. Udo Göttlich
Prerequisites				-
Use of module				Major Phase	Focus: Communication

Content:

The module provides a structured introduction to theories and perspectives of media and communication science and focuses in particular on approaches that critically analyze and reflect on the social role of the media and developments in media communication. Together with an examination of the transformation of mass communication, a focus is placed on analyzing the digital transformation of media communication. This is done, among other things, by dealing with exemplary case studies, which are examined from the perspective of the theories dealt with.

Qualification objectives:

The module aims to provide participants with the basic philosophical, theoretical and conceptual tools to analyze, historically classify and criticize current phenomena of media communication. In addition, students learn about the differences between various theoretical approaches and the dependence of communication science research on different perspectives.

Literature:

Houben, Daniel; Prietl, Bianca (Hrsg.) (2018): Datengesellschaft. Bielefeld.

Scannell, Paddy (2011): Medien und Kommunikation, Wiesbaden.

Winter, Carsten; Hepp, Andreas; Krotz, Friedrich (Hrsg.) (2008): Theorien der Kommunikations- und Medienwissenschaft. Wiesbaden.

Ziemann, Andreas (Hrsg.) (2006): Medien der Gesellschaft - Gesellschaft der Medien, Konstanz.		
Courses in the module	h/week	ECTS
C 121271 | Theory & Critque of Communication Media	3	6

Module 121273	Media Systems and Communication Spaces				
BA CCM	Semesters 3-7	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114	
Teaching form				Seminar	
Event type				mandatory ☐ elective ☒	
Duration				1 semester	
Availability				annually ☒ per semester ☐	
Examination				Term paper or theory expertise	
Scope and duration of examination				Depends on examination	
Responsible for module				Prof. Dr. Udo Göttlich Prof. Dr. Florian Muhle	
Prerequisites				-	
Use of module				Major Phase | Focus: Communication	

Content:

Media communication does not take place in a vacuum. On the one hand, it is always characterized by legal and political framework conditions. On the other hand, technical infrastructures for the transmission of signals and content also open up and limit possibilities for telecommunication in the modern age. Communication takes place differently when it is transported via printed newspapers, is played out via social media platforms or takes place in virtual spaces. It also makes a difference whether media communication takes place in liberal democratic societies or under conditions of authoritarian regimes, which also have different regulations for the ownership and operation of communication infrastructures.

The topic of the module is what communication spaces are established in different media systems under different media technology, regulatory and media policy conditions, and how this can be investigated. In this way, the module also explores how communication spaces are changing and transforming and which communication spaces we are likely to occupy in the future.

Qualification objectives:

Students learn about the connection between technology, media, and society based on fundamental developmental contexts in the emergence and change of communication spaces established by media technology. This enables them to analyze and critically reflect on the framework conditions of media regulatory structures and the associated communication processes.

Literature:

Castells, Manuel (2013): Communication Power, Oxford.

Döbler, Thomas; Pentzold, Christian; Katzenbach, Christian (eds.) (2021): Räume digitaler Kommunikation. Köln.

Hallin, Daniel C. (2016): Typology of Media Systems. In: Oxford Research Encyclopedia of Politics: Oxford University Press.

Kleinsteuber, Hans J.; Rossmann, Torsten (eds.) (1994): Europa als Kommunikationsraum. Opladen.

Morley, David; Robins, Kevin (eds.) (1995): Spaces of Identity, London, New York.		
Courses in the module	hours	ECTS
C 121273 | Media Systems and Communication Spaces	3	6

Module 121283 | Social Psychological Aspects of Communication				
BA CCM	Semesters 3-7	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114

Teaching form	Seminar
Event type	mandatory ☐ elective ☒
Duration	1 semester
Availability	annually ☒ per semester ☐
Examination	Presentation and its preparation
Scope and duration of examination	See ZU|hause or course catalog
Responsible for module	Prof. Dr. Anja Achtziger
Prerequisites	We recommend students attend the modules 121272: Public Sphere & Public Communication and 11107: Methods of Communication Science
Use of module	Major Phase | Focus: Communication

Content:

Basic concepts of social psychology, methods of social psychology, self-concept, self-esteem, construction of the social world, attribution of causes, attitudes, and prejudices, social perception, change of attitudes, interpersonal relationships (partnership), helping behavior, aggression, social influence, group dynamics, groupthink, polarization in groups, territoriality.

Qualification objectives:
- | Development of basic theories of social psychology under the aspect of communication
- | Recognizing socio-psychological laws in everyday life and thereby reflecting on one's own thinking, feelings, and actions in social situations and from a communicative point of view.

Literature:

The Social Psychology of Communication. Eds.: Hook, D., Franks, B., Bauer, M. (Eds.). Palgrave MacMillan Publishers. 2011

Courses in the module	h/week	ECTS
C 121283 | Social Psychological Aspects of Communication	3	6

Module 121284 | Sociological Aspects of Communication				
BA CCM	Semesters 3-7	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114

Teaching form	Seminar
Event type	mandatory ☐ elective ☒
Duration	1 semester
Availability	annually ☒ per semester ☐
Examination	Term paper or theory expertise
Scope and duration of examination	Depends on examination
Responsible for module	Prof. Dr. Udo Göttlich Prof. Dr. Maren Lehmann Prof. Dr. Florian Muhle
Prerequisites	
Use of module	Major Phase | Focus: Communication

Content:

The module focuses on critical analysis of the development of communication media and the formation of social order. The study of the development of communication and the media, starting with the use of signs and symbols through interpersonal communication or book printing, the press, and finally mass media as well as currently digital online media, forms the frame of reference for the examination of fundamental sociological theories on the communication and action-related conditions of media-mediated communication in society. These sociological perspectives focus on the role and significance of media communication for the reproduction and transformation of society as well as on the relevance of communication media for the social construction of reality.

Qualification objectives:

Students learn basic media and communication sociology concepts, theories and perspectives for analyzing the relationship between media and society as well as social and media change. This enables them to recognize and reflect on the central role of the media in society.

Literature:

BURKART, Roland (2002): Kommunikationswissenschaft, Wien, Köln, Weimar.

FUCHS, Peter (1993): Moderne Kommunikation, Frankfurt am Main.

SCHÜTZEICHEL, Rainer (2004): Soziologische Kommunikationstheorien, Konstanz.

WENZEL, Harald (2001): Die Abenteuer der Kommunikation, Weilerswist.

Courses in the module	h/week	ECTS
C 121284 | Sociological Aspects of Communication	3	6

Research Areas in Media and Communication Studies

Module 121272 | Public Sphere & Public Communication				
BA CCM	Semesters 3-7	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form				Seminar
Event type				mandatory ☐ elective ☒
Duration				1 semester
Availability				annually ☒ per semester ☐
Examination				Term paper or theory expertise
Scope and duration of examination				Depends on examination
Responsible for module				Prof. Dr. Udo Göttlich PD. Dr. Martin R. Herbers
Prerequisites				-
Use of module				Major Phase | Focus: Communication

Content:

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. From a historical perspective, the modern "public sphere" is above all a sphere of public mass media . With the digital media transformation, however, the central role of the mass media in the creation of the public sphere is becoming increasingly questionable. This is because new, algorithmically mediated forms of "personal public spheres" are emerging, particularly in social media, which on the one hand compete with the mass media public sphere, but on the other hand also establish complex dependencies and observation relationships between traditional mass media and new social media. The theoretical and conceptual analyses of are the subject of the module.

Qualification objectives:

Students acquire knowledge of the history of development and the transformation of modern mediated public spheres. They also learn about central theoretical perspectives on the public sphere and public communication and gain the ability to reflect on these regarding current social and media change processes.

Literature:

Bennett, W. L., & Pfetsch, B. (2018). Rethinking political communication in a time of disrupted public spheres. *Journal of Communication*, 68(2), 243–253.

Eisenegger, M., Udris, L., & Ettinger, P. (Ed.). (2019). *Wandel der Öffentlichkeit und der Gesellschaft. Gedenkschrift für Kurt Imhof.* Wiesbaden: Springer VS.

Habermas, J. (1990). *Strukturwandel der Öffentlichkeit. Untersuchungen zu einer Kategorie der bürgerlichen Gesellschaft.* Frankfurt a.M.

Imhof, Kurt (2011): Die Krise der Öffentlichkeit. Frankfurt a.M.

Courses in the module	h/week	ECTS
C 121272 Public Sphere & Public Communication	3	6

Module 121302	Strategic Communication & Organizational Communication				

BA CCM	Semesters 3-7	3 h/ week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form				Seminar, case studies, project work
Event type				mandatory ☐ elective ☒
Duration				1 semester
Availability				annually ☒ per semester ☐
Examination				Oral exam
Scope and duration of examination				Depends on topic
Responsible for module				Prof. Dr. Maren Lehmann
Prerequisites				
Use of module				Major Phase	Focus: Communication

Content:

This module introduces the theory and practice of strategic communication management. For practical application, different types of organizations (such as companies, cultural institutions, schools and universities, political and governmental organizations) are considered, specific communication problems (e.g. change, crisis, risk) and different communication management measures (e.g. campaign, media work, digital communication) are discussed and applied in practice.

Qualification objectives:

Students will be able to reflect on theoretical approaches to public relations and strategic communication management as well as design strategic communication in practice.

Literature:

Theis-Berglmaier, Anna M. (2003): *Organisationskommunikation. Theoretische Grundlagen und empirische Forschungen*. Münster: LIT Verlag.

Zerfass, Ansgar, Lars Rademacher und Stefan Wehmeier (2013): *Organisationskommunikation und Public Relations. Forschungsparadigmen und neue Perspektiven*. Wiesbaden: Springer VS.

Courses in the module	h/week	ECTS
C 121302	Strategic Communication & Organizational Communication	3	6

Module 121291 | Digitalization, VR and AI				
BA CCM	Semesters 3-7	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114

Teaching form	Seminar
Event type	mandatory ☐ elective ☒
Duration	1 semester
Availability	annually ☒ per semester ☐
Examination	Term paper or theory expertise
Scope and duration of examination	Depends on examination
Responsible for module	Prof. Dr. Florian Muhle
Prerequisites	-
Use of module	Major Phase | Focus: Communication

Content:

The digitalization of media communication goes far beyond the increasing relevance of so-called social media. Virtual reality, for example, offers completely new possibilities for media-mediated interpersonal communication, which allow the simulation of co-presence and have so far been little researched in communication science. Similarly, the development of communicative AI also poses challenges for communication science, as it is no longer just people who are involved in communication, but also technical systems that act as communication partners. As part of the module, new communication technologies will be introduced and, if necessary, tested. In addition, students will implement small-scale analyses of communication processes that have come about in VR or in interaction with communicative AI systems.

Qualification objectives:

Students learn about the latest communication technologies and their characteristics and acquire the ability to analyze them using communication science terminology and methods. This helps them to critically assess their possibilities and limitations.

Literature:

Hepp, A. (2020). Artificial companions, social bots and work bots: Communicative robots as research objects of media and communication studies. Media, Culture & Society, 42(7–8), 1410–1426.

Bolter, Jay David; Engberg, Maria; McIntyre, Blair (2021): Reality media. Augmented and virtual reality. Cambridge, Massachusetts, London

Courses in the module	h/week	ECTS
C 121291 | Digitalization, VR and AI	3	6

Module 121292 | Media Culture				
BA CCM	Semesters 3-7	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114

Teaching form	Seminar
Event type	mandatory ☐ elective ☒
Duration	1 semester
Availability	annually ☒ per semester ☐
Examination	Term paper or theory expertise
Scope and duration of examination	Depends on examination
Responsible for module	Prof. Dr. Udo GöttlichPD. Dr. Martin R. Herbers
Prerequisites	-
Use of module	Major Phase | Focus: Communication

Content:

The module focuses on critical analysis of media and cultural change. In particular, the focus is on how current processes of "mediatization" and "medialization" relate to changes in subjects' relationship to themselves and the world. Using examples such as the role of gaming, e-sports, streaming events, and other practices of everyday digital life, we take a closer look at the corresponding transformation processes and interdependencies between media and cultural change.

Qualification objectives:

Students learn about the history of the development of modern media as well as the cultural and social prerequisites and consequences. They will also be able to transfer this knowledge to the analysis of current change processes and apply it to smaller case studies.

Literature:

Castells, M. (2010. The Information Age: Economy, Society and Culture Volume 1: The Rise of the Network Society. Oxford: Wiley Blackwell.

Couldry, N. (2012). Media, Society, World. Social Theory and Digital Media Practice. Oxford: Polity.

Jenkins, H. (2006). Convergence Culture. Where Old and New Media Collide. New Haven, London: New York University Press.

Krotz, Friedrich (2007): Mediatisierung, Fallstudien zum Wandel von Kommunikation, Wiesbaden: Springer VS.

Stalder, F. (2017). Kultur der Digitalität. Frankfurt am Main: Suhrkamp.

Courses in the module	h/week	ECTS
C 121292 | Media Culture	3	6

Media Practice

Module 121311 | News Media Practice				
BA CCM	Semesters 3-7	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form				Seminar, practical workshops
Event type				mandatory ☐ elective ☒
Duration				1 semester
Availability				annually ☒ per semester ☐
Examination				Portfolio of journalistic work
Scope and duration of examination				See ZU|hause or course catalog
Responsible for module				PD. Dr. Martin Herbers
Prerequisites				
Use of module				Major Phase | Focus: Communication

Content:

In this seminar, students learn about the technical standards of journalistic work, how to formulate their work in a targeted and genre-appropriate manner and how to reflect on their approach in a theory-based way. In the seminar, individual journalistic forms of presentation, research techniques, and selection decisions in journalism are practiced. Analysis, application, and criticism complement each other.

Qualification objectives:

Acquisition of journalistic communication skills, target-group-specific production and presentation of media offerings; acquisition of basic journalistic knowledge needed to formulate media-appropriate content; getting to know and systematically practicing techniques of comprehensible writing.

Literature:

Wahl-Jorgensen, Karin, Hanitzsch, Thomas (2020): *The handbook of journalism and online journalism.* London: Routledge-

Literature is updated for each course.

Courses in the module	h/week	ECTS
C 121311 | News Media Practice	3	6

Module 121312 | Practical Aspects of Entertainment Media				
BA CCM	Semesters 3-7	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form				Seminar
Event type				mandatory ☐ elective ☒
Duration				1 semester
Availability				annually ☒ per semester ☐
Examination				Term paper or work sample (film, radio report, podcast, essays, etc.)
Scope and duration of examination				Depends on examination
Responsible for module				Prof. Dr. Udo Göttlich
Prerequisites				-
Use of module				Major Phase | Focus: Communication

Content:

This module provides a basic understanding of the production process of entertainment media and offerings in television, film, and radio as well as in print and publishing. These skills can be practiced channel-specifically in practical workshops. The challenges in production are examined using the respective professional roles as examples.

Qualification objectives:

After completing this module, students will be able to analyze and plan media products according to the criteria for genre and forms of presentation as well as dramaturgy and performance. Students also learn how to produce their own media products under supervision.

Literature:

Lantzsch, Katja; Altmeppen, Klaus-Dieter; Will, Andreas (Hrsg.) (2010). Handbuch Unterhaltungsproduktion. Beschaffung und Produktion von Fernsehunterhaltung. Wiesbaden: VS.

Courses in the module	h/week	ECTS
C 121312 | Practical Aspects of Entertainment Media	3	6

Module 121313 | Public Relations Practice				
BA CCM	Semesters 3-7	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114

Teaching form	Practical workshops
Event type	mandatory ☐　　elective ☒
Duration	1 semester
Availability	annually ☒　　per semester ☐
Examination	Portfolio
Scope and duration of examination	See ZU|hause or course catalog
Responsible for module	Prof. Dr. Florian Muhle
Prerequisites	
Use of module	Major Phase | Focus: Communication

Content:

In this module, students learn about the practical standards of public relations work. The main aim is to learn and try out the basics of professional and successful communication with various public stakeholders. This takes place in the context of practical exercises for planning and implementing campaigns whose content is to be created and prepared for various communication channels.

Qualification objectives:

Students learn the basics of public relations and campaign planning and implementation and are able to apply these in practice after completing the module.

Literature:

See ZU\|hause or course catalog

Courses in the module	h/week	ECTS
C 121313 | Public Relations Practice	3	6

Interdisciplinary Supplements

Module 121321 | Interdisciplinary Supplement Communication I				
BA CCM	Semesters 3-7	3 hours per week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form				Seminar
Event type				mandatory ☐　　　elective　☒
Duration				1 semester
Availability				annually ☒　　　per semester ☐
Examination				Seminar-related
Scope and duration of examination				Seminar-related
Responsible for module				Academic program management
Prerequisites				-
Use of module				Major Phase | Focus: Communication

Content:

This module serves as an interdisciplinary supplement to and profiling of the Communication specialization. Courses and modules can be selected from the CME, PAIR, and SPE study programs which complement the thematic and individual profile of the specialization, depending on available places and the specified participation requirements. This list is updated annually for the module selection for the Fall Semester:

Corporate Management & Economics 112071 Human Resources, 112072 Marketing, 122102 Strategic Management, 122152 Entrepreneurship

PAIR. 123133 Political Attitudes & Political Behavior, 123171 Electoral Systems & Electoral Behavior, 123201 International Organizations & Institutions, 123192 Business Informatics & Digitalization, 123191 Administrative Informatics & Digitalization, 113061 Public Management, 123142 Public Entrepreneurship & Corporate Governance in the Public Sector

SPE. 114071 Action and Interaction Theory, 100115 Global Society (Differentiation and Integration), 114073 Social Theory of Organization, 124024 Cities - Structures, Logics, Media, 124053 Psychology of Decisions, 124072 Social Movements and Political Protest, 124032 Sustainability: Concepts, Practices, Policies, 124081 Political Communication & Public Sphere, 124082 Strategies of Political Communication, 124073 Networks - Fields, Forms, Semantics, 124103 Gender Studies

Qualification Objectives:

Students deepen their knowledge from the Communication specialization and learn how related disciplines define communication and integrate it into their working methods.

Courses in the module	h/week	ECTS
C 121321 | Interdisciplinary Supplement Communication I	3	6

Module 121322 | Interdisciplinary Supplement Communication II				
BA CCM	Semesters 3-7	3 hours per week	6 ECTS	Contact time/self-study (in hrs): 36/114

Teaching form	Seminar
Event type	mandatory ☐ elective ☒
Duration	1 semester
Availability	annually ☒ per semester ☐
Examination	Seminar-related
Scope and duration of examination	Seminar-related
Responsible for module	Academic program management
Prerequisites	--
Use of module	Major Phase | Focus: Communication

Content:

This module serves as an interdisciplinary supplement to and profiling of the Communication specialization. Courses and modules can be selected from the CME, PAIR, and SPE study programs which complement the thematic and individual profile of the specialization, depending on available places and the specified participation requirements. This list is updated annually for the module selection for the Fall Semester:

Corporate Management & Economics 112071 Human Resources, 112072 Marketing, 122102 Strategic Management, 122152 Entrepreneurship

PAIR. 123133 Political Attitudes & Political Behavior, 123171 Electoral Systems & Electoral Behavior, 123201 International Organizations & Institutions, 123192 Business Informatics & Digitalization, 123191 Administrative Informatics & Digitalization, 113061 Public Management, 123142 Public Entrepreneurship & Corporate Governance in the Public Sector

SPE. 114071 Action and Interaction Theory, 100115 Global Society (Differentiation and Integration), 114073 Social Theory of Organization, 124024 Cities - Structures, Logics, Media, 124053 Psychology of Decisions, 124072 Social Movements and Political Protest, 124032 Sustainability: Concepts, Practices, Policies, 124081 Political Communication & Public Sphere, 124082 Strategies of Political Communication, 124073 Networks - Fields, Forms, Semantics, 124103 Gender Studies

Qualification objectives:

Students deepen their knowledge from the Communication specialization and learn how related disciplines define communication and integrate it into their working methods.

Courses in the module	h/week	ECTS
C 121322 | Interdisciplinary Supplement Communication II	3	6

Major Phase CCM | Compulsory Elective Modules

Focus: Culture

Theories

Module 121331 | Basic Philosophical Concepts & Theories				
BA CCM	Semesters 3-7	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form				Seminar
Event type				mandatory ☐ elective ☒
Duration				1 semester
Availability				annually ☒ per semester ☐
Examination				MAP (written term paper)
Scope and duration of examination				20,000 characters
Responsible for module				Dr. Joachim Landkammer
Prerequisites				To be taken in combination with module 121332
Use of module				Major Phase | Focus: Culture

Content:

Philosophy as a theory of reflection is of central importance for the formation of theory and subject matter in cultural science in various respects. A large number of theoretical currents and concepts in cultural science can be traced back to philosophical, i.e. interdisciplinary, concepts of subject matter and reflection, which suggests a historical-systematic, philosophical-historical reconstruction. Terms such as "meaning", "sign", "reflection", "phenomenon", "consciousness", "intentionality", "difference", "design" and "performance" are examples of concepts used in cultural science that are linked in different ways to entire traditions of philosophical theory and methodology (such as dialectics, hermeneutics, phenomenology, structuralism, post-structuralism). In combination with the module 121332 Contemporary Debates & Philosophical Reflection, which is also topical, this module enables students to become more familiar with these conceptual horizons; it conveys a differentiated, theoretical-historical, and critical knowledge of cultural science theory and methodology.

Qualification objectives:

The module is a conceptual and methodological foundation module, which deals with central theoretical horizons, concepts, and conceptual transformations within cultural science. It qualifies participants to work independently and reflectively with the tools of cultural scientific thinking.

Literature:

Reiner Ruffing, Einführung in die Philosophie der Gegenwart, 2. Auflage, Stuttgart, utb 2013

Tajana Schönwälder-Kuntze, Philosophische Methoden zur Einführung, 3. Auflage, Hamburg, Junius 2020		
Daniel-Pascal Zorn, Einführung in die Philosophie, Frankfurt a.M., Klostermann 2017		
Courses in the module	h/week	ECTS
C 121331 | Basic Philosophical Concepts & Theories	3	6

Module 121332 | Contemporary Debates & Philosophical Reflection				
BA CCM	Semesters 3-7	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form				Seminar
Event type				mandatory ☐ elective ☒
Duration				1 semester
Availability				annually ☒ per semester ☐
Examination				MAP (written term paper)
Scope and duration of examination				20,000 characters
Responsible for module				Dr. Joachim Landkammer
Prerequisites				To be taken in combination with module 121331
Use of module				Major Phase | Focus: Culture

Content:

The seminar is based on the assumption - to be proven during the course - that the respective current social and political debates can benefit from a critically and conceptually reflected philosophical accompaniment and commentary. It should also prove that philosophy can achieve more than what is offered under this name in today's media-public manifestations; nevertheless, the seminar should also take an analytical-critical look at these media phenomena in particular. In combination with module 121331 Basic Philosophical Concepts & Theories, this module enables students to become more familiar with current conceptual horizons and conveys a differentiated, theoretical-historical and critical knowledge of cultural science theory and methods.

Qualification objectives:

The module is a conceptual and methodological foundation module, which deals with central current theoretical horizons, concepts, and conceptual transformations within cultural science. It qualifies participants to work independently and reflectively with the tools of cultural scientific thinking.

Literature:

Adorno, Theodor W.: "Wozu noch Philosophie" (1962), in: hes., Eingriffe, Frankfurt a. Main: Suhrkamp 1963, pp. 11-28.

van Ackeren, Marcel / Kobusch, Theo / Müller, Jörn (Hg.): Warum noch Philosophie? Historisch, systematische und gesellschaftliche Positionen, Berlin/Boston: de Gruyter 2011.

Lübbe, Hermann (Hg.): Wozu Philosophie? Stellungnahmen eines Arbeitskreises, Berlin: de Gruyter 1978.

Hans Jörg Sandkühler, Philosophie, wozu?, Frankfurt, Suhrkamp 2007

Courses in the module	h/week	ECTS
C 121332 | Contemporary Debates & Philosophical Reflection	3	6

Module 121333 | Media Theory

BA CCM	Semesters 3-7	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form				Seminar
Event type				mandatory ☐ elective ☒
Duration				1 semester
Availability				annually ☒ per semester ☐
Examination				Term paper and active participation
Scope and duration of examination				20,000 characters
Responsible for module				Prof. Armen Avanessian
Prerequisites				-
Use of module				Major Phase	Focus: Culture

Content:

The module imparts knowledge of media theory in the context of current and socially relevant topics. This includes questions of how media configurations can be thought of and understood in their respective cultural and historical contexts as well as an insight into the tradition of media theoretical thinking in media cultural studies. Particular attention is paid to the transfer of this knowledge to contemporary media societies and their subsequent challenges. In the module, fundamental knowledge of media theory is taught and confronted with reflective, experimental, and practical techniques in order to make the various possible applications of theoretical knowledge more vivid and tangible.

Qualification objectives:

After completing the module, students have knowledge of media theory and can apply this in practical and concrete contexts. In this sense, the module critically introduces students to media studies and media theory thinking and practices the analytical, productive and scientific application of the acquired knowledge.

Literature:

Avanessian, Armen (2023): Flüchtigkeitsmanagement. Medientechnologien zwischen Wirtschaft Kultur Politik, Berlin: Merve.

Schröter, Jens (Hg.) (2014): Handbuch Medienwissenschaft, Stuttgart, Weimar: Metzler.

Ziemann, Andreas (Hg.) (2019): Grundlagentexte der Medienkultur. Ein Reader, Wiesbaden, Weimar: SpringerVS.

Courses in the module	h/week	ECTS
C 121333	Media Theory	3	6

Module 121203 | Aesthetics & Art Theory				
BA CCM	Semesters 3-7	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form				Seminar discussions, text reading, artwork analyses, classroom lectures
Event type				mandatory ☐ elective ☒
Duration				1 semester
Availability				annually ☒ per semester ☐
Examination				Term paper or oral exam
Scope and duration of examination				Depends on examination
Responsible for module				Prof. Dr. Karen van den Berg
Prerequisites				Successful completion of the course 100081 Introduction to Cultural Studies
Use of module				Major Phase | Focus: Culture

Content:

The content of the seminar includes basic positions of art theory and aesthetics from antiquity through the Renaissance to the present day, understood both as a "doctrine of beauty" and as a "doctrine of perception" that relates to overall everyday practice.

The course also discusses 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.

Qualification objectives:

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.

Literature:

Schneider, N. (2002): *Geschichte der Ästhetik von der Aufklärung bis zur Postmoderne. Eine paradigmatische Einführung*, Stuttgart: Reclam

Hauskeller, M. (2002): *Was ist Kunst? Positionen der Ästhetik von Platon bis Danto. Exemplarische ästhetische Manifeste und Texte von Künstlern*, München: Beck.

Avanessian, A. / Skrebowski, L (Hg.) (2011): Aesthetics and Contemporary Art, Berlin: Sternberg Press.

Courses in the module	h/week	ECTS
C 121203 | Aesthetics & Art Theory	3	6

Research areas

Module 241129 | Cultural Policy				
BA CCM	Semesters 4-7	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form				Seminar
Event type				mandatory ☐ elective ☒
Duration				1 semester
Availability				annually ☒ per semester ☐
Examination				Presentation and term paper
Scope and duration of examination				20,000 characters
Responsible for module				Prof. Dr. Martin Tröndle
Prerequisites				Only selectable with 241130 Cultural Organization
Use of module				Major Phase | Focus: Culture

Content:

The module focuses on the cultural sector and its various institutions in the field of cultural policy and cultural production. Both topics are closely intertwined. On the cultural policy side, we are interested in how state expenditure is legitimized, i.e. how cultural policy discourses and decision-making contexts have developed and which state funding measures this has led to. On the side of cultural organizations, we analyze production forms and artistic formats with regard to whether and how they serve to maintain cultural organizations and/or to attract new audiences.

As a rule, an excursion lasting several days is planned in order to get to know formats and decision-makers in the cultural sector.

Qualification objectives:

The module provides basic knowledge of the theories, concepts, and instruments of cultural policy. It provides a basic knowledge of the public and private instruments of cultural financing. It develops a critical perspective on formats of cultural production and one's own role as a cultural manager in the cultural sector.

Literature:

Brindle, Meg / DeVereaux, Constance (2011) The Arts Management Handbook. New Directions for Students and Practitioners, Armonk, London: M.E. Sharpe.

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.

Journal of Cultural Management and Cultural Policy

International Journal of Cultural Policy

Courses in the module	h/week	ECTS
C 241129	Cultural Policy	3	6

Module 241130 | Cultural Organization				
BA CCM	Semesters 4-7	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form				Seminar
Event type				mandatory ☐ elective ☒
Duration				1 semester
Availability				annually ☒ per semester ☐
Examination				Presentation and term paper
Scope and duration of examination				20,000 characters
Responsible for module				Prof. Dr. Martin Tröndle
Prerequisites				Only selectable with 241129 Cultural Policy
Use of module				Major Phase | Focus: Culture

Content:

The module focuses on the cultural sector and its various institutions in the field of cultural policy and cultural production. Both topics are closely intertwined. On the cultural policy side, we are interested in how state expenditure is legitimized, i.e. how cultural policy discourses and decision-making contexts have developed and which state funding measures this has led to. On the side of cultural organizations, we analyze production forms and artistic formats with regard to whether and how they serve to maintain cultural organizations and/or to attract new audiences.

As a rule, an excursion lasting several days is planned in order to get to know formats and decision-makers in the cultural sector.

Qualification objectives:

The module provides basic knowledge of the theories, concepts, and instruments of cultural policy. It provides a basic knowledge of the public and private instruments of cultural financing. It develops a critical perspective on formats of cultural production and one's own role as a cultural manager in the cultural sector.

Literature:

Brindle, Meg / DeVereaux, Constance (2011) The Arts Management Handbook. New Directions for Students and Practitioners, Armonk, London: M.E. Sharpe.

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.

Journal of Cultural Management and Cultural Policy

International Journal of Cultural Policy

Courses in the module	h/week	ECTS
C 241130	Cultural Organization	3	6

Module 241153 | Making of Art in Society

BA CCM	Semesters 3-7	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form				Seminar, lecture series, study trip
Event type				mandatory ☐ elective ☒
Duration				1 semester
Availability				annually ☒ per semester ☐
Examination				Presentation and term paper or oral exam
Scope and duration of examination				10 pages or 15 minutes
Responsible for module				Prof. Dr. Karen van den Berg
Prerequisites				Successful completion of Course 100081 Introduction to Cultural Studies and Course 100083 Cultural History
Use of module				Major Phase	Focus: Culture

Content:

The module offers in-depth insights into the history of artistic production conditions 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 through 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.

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 look at examples of works and personalities to examine production environments, studio practices, and economies in their historical contexts.

Literature:

Svetlana Alpers: Rembrandt´s Enterprise: The Studio and the Market. Chicago: University of Chicago Press 1988.

Michael Baxandall: Painting and Experience in the Fifteenth Century Italy: A Primer in the Social History of Pictorial Style. London: Oxford University Press 1988.

Ernst Gombrich: The Story of Art. New York: Phaidon, 1995.

Arnold Hauser: The Social History of Art and Literature, New York: Vintage Books 1957.

Courses in the module	h/week	ECTS
C 241153	Making of Art in Society	3	6

Module 121201 | Lecture Series on Current Issues in Arts and Culture

BA CCM	Semesters 3-7	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form				Lecture series & tutorial
Event type				mandatory ☐ elective ☒
Duration				1 semester
Availability				annually ☒ per semester ☐
Examination				Written or oral exam
Scope and duration of examination				
Responsible for module				Prof. Dr. Armen Avanessian Prof. Dr. Karen van den Berg Prof. Dr. Jan Söffner
Prerequisites				Successful completion of Course 100081 Introduction to Cultural Studies and Course 100083 Cultural History
Use of module				Major Phase	Focus: Culture

Content:

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 and the arts. In an accompanying tutorial, selected texts of the speakers will be discussed and students will prepare for and follow up the lectures.

Qualification objectives:

The subject-specialized lecture series introduces students to different approaches to interpretation and analytical tools in the fields of art and cultural studies. Participants 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.

Literature:

Varies with the topics.

Courses in the module	h/week	ECTS
C121201	Lecture Series on Current Issues in Arts and Culture	3	6

Artistic Practice

Module 121342	Language & Literature			
BA CCM	Semesters 3-7	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form				Seminar
Event type				mandatory ☐ elective ☒
Duration				1 semester
Availability				annually ☒ per semester ☐
Examination				Term paper, essay
Scope and duration of examination				Approx. 20,000 characters
Responsible for module				Prof. Dr. Jan Söffner
Prerequisites				-
Use of module				Major Phase | Focus: Culture

Content:

The module is dedicated to literature. In this, is is equally open for cultural-theoretical reflection on language cultures, for reading selected classics of world literature ('Great Books'), for workshop discussions with authors, and for writing experiments. The special potential of literary language is not only made understandable, but also usable. Methodologically, the focus is on cultural approaches. Knowledge of cultural history is deepened and an understanding of the foreignness of other cultures is created. The alienated look back at one's own world and the question of what could be completely different about it are intended side effects.

Qualification objectives:

On completion of the module, students acquire knowledge of cultural theories since the 'linguistic turn' and of reading and writing techniques. They become familiar with different models of interpreting texts and the cultures from which these texts originate. At the same time, students learn to deal with the challenge of a world that is to a large extent linguistically constituted.

Literature:

Erich Auerbach: *Mimesis. Dargestellte Wirklichkeit in der abendländischen Literatur* 9. Auflage. Francke, Bern 1994 (Erstausgabe 1946; erweiterte Aufl. seit 1959).

Courses in the module	h/week	ECTS
121342 | Language & Literature	3	6

Module 241154 | Theory & History of Curating

MA CPP	Semesters 5-7	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form				Seminar	lecture and field trip
Event type				mandatory ☐ elective ☒
Duration				1 semester
Availability				annually ☒ per semester ☐
Examination				Project presentation
Scope and duration of examination				Project-dependent, Bachelor: dossier approx. 5-10 pages; Master: 10-15 pages
Responsible for module				Prof. Dr. Karen van den Berg
Prerequisites				Successful completion of course 111101 Methods of Art & Humanities, 121202 Making of Art in Society, or 121203 Aesthetics & Art Theory
Can only be selected with 121182 Curatorial Practice
Use of module				Major Phase	Focus: Culture

Content:

The module introduces students to the theory and history of exhibiting, curating, and staging. It provides a sound understanding of contemporary curatorial practices and traces their historical development. 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.

Qualification objectives:

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.

Literature:

Eigenheer, Marianne (Ed.): Curating Critique Frankfurt a.M.: Revolver 2007.

Gumbrecht, Hans Ulrich: Production of Presence. What Meaning Cannot Convey Stanford, California: Stanford University Press 2004.

O'Doherty, Brian: Inside the White Cube: The Ideology of the Gallery Space, Santa Monica / San Francisco: The Lapis Press (1976) 1986.

Courses in the module	h/week	ECTS
C 241154	Theory & History of Curating	3	6

Module 241155 | Curatorial Practice				
BA CCM	Semesters 5-7	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form				Seminar and workshop
Event type				mandatory ☐ elective ☒
Duration				1 semester
Availability				annually ☒ per semester ☐
Examination				Project presentation
Scope and duration of examination				Project-dependent, Bachelor: dossier approx. 5-10 pages: Master 10-15 pages
Responsible for module				Prof. Dr. Karen van den Berg
Prerequisites				Successful completion of course 111101 Methods of Art & Visual Science, 121202 Making of Art in Society, or 121203 Aesthetics & Art Theory Can only be selected parallel to or after 121181 Theory & History of Curating
Use of module				Major Phase | Focus: Culture

Content:

The module accompanies students in the implementation of their own curatorial project - from the first idea sketch to team building, artist selection, development of their own concrete 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.

Qualification objectives:

After completing the module, students will be able to develop and implement their own exhibition and event concepts.

Literature:

Adrian George: The Curator's Handbook Hardcover London: Thames & Hudson 2015.

Courses in the module	h/week	ECTS
C 241155 | Curatorial Practice	3	6

Interdisciplinary Supplements

Module 121351	Interdisciplinary Supplement Culture I			
BA CCM	Semesters 3-7	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114

Teaching form	Seminar
Event type	mandatory ☐ elective ☒
Duration	1 semester
Availability	annually ☒ per semester ☐
Examination	Seminar-related
Scope and duration of examination	Seminar-related
Responsible for module	Academic program management
Prerequisites	-
Use of module	Major Phase	Focus: Culture

Content:

This module serves as an interdisciplinary supplement to and profiling of the Culture specialization. Courses and modules can be selected from the CME, PAIR, and SPE study programs which complement the thematic and individual profile of the specialization, depending on available places and the specified participation requirements. This list is updated annually for the module selection for the Fall Semester:

Corporate Management & Economics 112071 Human Resources, 112072 Marketing, 122102 Strategic Management, 122152 Entrepreneurship

PAIR. 123112 Political Philosophy, 123141 Organizational Theories, 123142 Public Entrepreneurship & Corporate Governance in the Public Sector

SPE. 114071 Action and Interaction Theory, 100115 Global Society (Differentiation and Integration), 114073 Social Theory of Organization, 124024 Cities - Structures, Logics, Media, 124053 Psychology of Decisions, 124073 Networks - Fields, Forms, Semantics, 124103 Gender Studies

Qualification objectives:

Students deepen their knowledge from the Culture specialization and learn how related disciplines define culture and integrate it into their working methods.

Courses in the module	h/week	ECTS
C 121351	Interdisciplinary Supplement Culture I	3	6

Module 121352 | Interdisciplinary Supplement Culture II				
BA CCM	Semesters 3-7	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form				Seminar
Event type				mandatory ☐ elective ☒
Duration				1 semester
Availability				annually ☒ per semester ☐
Examination				Seminar-related
Scope and duration of examination				Seminar-related
Responsible for module				Academic program management
Prerequisites				-
Use of module				Major Phase | Focus: Culture

Content:

This module serves as an interdisciplinary supplement to and profiling of the Culture specialization. Courses and modules can be selected from the CME, PAIR, and SPE study programs which complement the thematic and individual profile of the specialization, depending on available places and the specified participation requirements. This list is updated annually for the module selection for the Fall Semester:

Corporate Management & Economics 112071 Human Resources, 112072 Marketing, 122102 Strategic Management, 122152 Entrepreneurship

PAIR. 123112 Political Philosophy, 123141 Organizational Theories, 123142 Public Entrepreneurship & Corporate Governance in the Public Sector

SPE. 114071 Action and Interaction Theory, 100115 Global Society (Differentiation and Integration), 124024 Cities - Structures, Logics, Media, 114073 Social Theory of Organization, 124053 Psychology of Decisions, 124073 Networks - Fields, Forms, Semantics, 124103 Gender Studies

Qualification objectives:

Students deepen their knowledge from the Culture specialization and learn how related disciplines define culture and integrate it into their working methods.

Courses in the module	h/week	ECTS
C 121352 | Interdisciplinary Supplement Culture II	3	6

Major Phase | Cross-sectional Modules

Audience Studies

Module 241116	Audience Studies			
BA CCM	Semesters 4-7	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form				Seminar
Event type				mandatory ☐ elective ☒
Duration				1 semester
Availability				annually ☒ per semester ☐
Examination				Term paper, theoretical expertise, pract. exercises
Scope and duration of examination				20,000 characters
Responsible for module				Prof. Dr. Martin Tröndle
Prerequisites				-
Use of module				Major Phase	Cross-sectional module

Content:

The module deals with the emergence and transformation of viewer and audience concepts. The focus is on different conceptual and theoretical concepts as they can be found in cultural, social, media, and communication science. These different theoretical and methodological approaches to the "audience" are discussed in the module. Case studies as part of an empirical research project can accompany the module. Depending on the module focus, this can take place in the area of audience and usage research with regard to radio and print media, in the process of digitalization of the media or in cultural user research of theaters, concerts, and museums.

Qualification objectives:

The aim of the module is to examine and classify the change in audience concepts in relation to media and cultural change, i.e. visitor research approaches in cultural institutions, as well as knowledge of the basic concepts of audience studies from an international perspective. Students acquire theoretical and methodological skills by working on case analyses.

Literature:

Buckingham, David (1993): Reading Audiences: Young People and the Media, Manchester, New York.

Butsch, Richard (2008): The Citizen Audience, New York, London.

McQuail, Denis (1997): Audience Analysis, Thousand Oaks, London.

Nightingale, Virginia (1996): Studying Audiences. The Shock of the Real, London.

Courses in the module	h/week	ECTS
C 241116	Audience Studies	3	6

Module 121362 | Media Reception and Media Consumption Studies

BA CCM	Semesters 4-7	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form				Seminar
Event type				mandatory ☐ elective ☒
Duration				1 semester
Availability				annually ☒ per semester ☐
				Term paper or theory expertise
Scope and duration of examination				25,000 characters
Responsible for module				Prof. Dr. Udo Göttlich
Prerequisites				-
Use of module				Major Phase	Cross-sectional module

Content:

The module deals with the different analytical approaches of media reception and media consumption science. Students become familiar with different fields of application and questions in this key field of research in media and communication science 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.

Besides examining the underlying theories in the context of mass communication research, the module addresses 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.

Qualification objectives:

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.

Literature:

Ang, Ien (1996): Living Room Wars. Rethinking Media Audiences for a Postmodern World, London/New York.

Carpentier, Nico et al. (Ed.) (2014): Audience Transformations: Shifting Audience Positions in Late Modernity, London/New York.

Livingstone, Sonia (2004): The Challenge of Changing Audiences, in: European Journal of Communication, Vol. 19, No.1, p.75-86.

Schweiger, Wolfgang (2007): Theorien der Mediennutzung. Eine Einführung, Wiesbaden.

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.

Courses in the module	h/week	ECTS
C 12136	Media Reception and Media Consumption Studies	3	6

Psychological Aspects of Communication & Culture

Module 121241	Psychology: Cognition, Language & Perception			
BA CCM	Semesters 3-7	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form				Seminar
Event type				mandatory ☐　　elective　☒
Duration				1 semester
Availability				annually ☒　　per semester ☐
Examination				Presentation, essay, written exam
Scope and duration of examination				90 min.
Responsible for module				Prof. Dr. Anja Achtziger
Prerequisites				-
Use of module				Major Phase	Cross-sectional module

Content:

This module teaches basic psychological principles that are helpful for understanding attention and thought processes, language, and perception. How does human perception work? How are perceptual contents processed by means of cognitive processes? What is the relationship between thinking and language? How does language develop? How are experiences anchored in memory and recalled? What errors is our memory subject to? etc. In particular, the focus will be on psychological aspects of communication and culture.

Qualification objectives:

Development of basic findings and theories of psychology on cognition, perception, thinking, and language

Literature:

Updated each semester.

Courses in the module	h/week	ECTS
C 121241	Psychology: Cognition, Speech & Perception	3	6

Module 121242 | Psychology: Emotion, Motivation & Action				
BA CCM	Semesters 3-7	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form				Seminar
Event type				mandatory ☐ elective ☒
Duration				1 semester
Availability				annually ☒ per semester ☐
				Presentation, essay, written exam
Scope and duration of examination				90 min.
Responsible for module				Prof. Dr. Anja Achtziger
Prerequisites				-
Use of module				Major Phase | Cross-sectional module

Content:

Theories and studies on the following questions are discussed: "How are emotions activated?" "What happens first? The thought or the emotion?" "Why do people set themselves goals? What are goals anyway? Which ones work best?" "Why do we need self-control?" "When does ego-depletion impair performance? How can we control ego-depletion?"

People differ in terms of their conscious and unconscious motives. According to psychological research in recent decades, the power motive, the achievement motive, and the connection motive are the most important motives for human action. In the course, we ask ourselves questions such as "How can these motives be measured?", "How do they influence feelings, thinking, and behavior?" "What is the neurophysiological basis for motivation and emotion?"

Qualification objectives:

Basic theories and empirical studies on human motivation and emotions should be understood and learned. This should facilitate an understanding of human behavior in different situations.

Literature:

Will be announced at the beginning of the semester.

Courses in the module	h/week	ECTS
C 121242 | Psychology: Emotion, Motivation & Action	3	6

Planetary Thinking

Module 121600 | Post- and Decolonial Studies				
BA CCM	Semesters 3-7	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form				Seminar
Event type				mandatory ☐ elective ☒
Duration				1 semester
Availability				annually ☒ per semester ☐
Examination				Written exam, term paper or oral exam
Scope and duration of examination				See ZU|hause or course catalog
Responsible for module				Jun. Prof. Dr. Meike Lettau
Prerequisites				-
Use of module				Major Phase | Cross-sectional module

Content:

The module provides an introduction to the analysis and understanding of post-colonial and decolonial approaches on a cultural, social, and political level. Theories, practical examples, and conflicts in global contexts are examined and discussed from an intersectional perspective.

Post-colonial and decolonial approaches in cultural institutions, organizations, and politics are critically analyzed through topics such as transculturality, diversity in the cultural sector, critical whiteness, or unlearning. In addition, the module provides a comprehensive understanding of epistemological inequalities.

Qualification objectives:

In the module, students learn about and understand the basic approaches of post-colonial and decolonial studies on the basis of theories, concepts, strategies, institutional structures, and practical examples. In addition, they develop and critically discuss their own attitude and learn how to position themselves as cultural actors/managers in the field.

Literature:

Ahmed, Sara (2012). On being included: racism and diversity in institutional life. Duke Univ. Press.
Grosfoguel Ramón. (2002). The modern colonial capitalist world system in the twentieth century: global processes antisystemic movements and the geopolitics of knowledge (1. publ). Greenwood Press.
Maldonado-Torres, Nelson (2011). Thinking through the Decolonial Turn: Post-continental Interventions in Theory, Philosophy, and Critique: an introduction. eScholarship. University of California, Merced.

Mignolo, Walter D.; Kastner, Jens & Waibel, Tom (2012). Epistemic disobedience rhetoric of modernity logic of coloniality and grammar of decoloniality. Turia Kant.

Santos, Boaventura de Sousa (2014). Epistemologies of the South: Justice against Epistemicide, London: Routledge.

Spivak, Gayatri Chakravorty (2011). Can the subaltern speak?: Postcoloniality and subaltern articulation. Published by Turia Kant.

Terkessidis, Mark (2010). Interkultur, Berlin: Suhrkamp.

Courses in the module	h/week	ECTS
C 121600 | Post- and Decolonial Studies	3	6

Module 124025	Global Culture & Communication			
BA CCM	Semesters 3-7	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form				Seminar
Event type				mandatory ☐ elective ☒
Duration				1 semester
Availability				annually ☒ per semester ☐
Examination				Term paper or 2 theory papers
Scope and duration of examination				20,000 characters or 2x10,000 characters
Responsible for module				Prof. Dr. Udo Göttlich
Prerequisites				-
Use of module				Major Phase	Cross-sectional module

Content:

Processes of internationalization and the transnationalization of mass communication are becoming increasingly intertwined with questions about the role of the internet and communication in so-called "social webs". Therefore, the problem of the role and position of the media in social and cultural integration in global modernity is coming to the fore in a new way. Against this background, the emergence and transformation of so-called "Spaces of Identity" and "Spaces of Culture" in a national, European, international, and global context are discussed. Subjects of analysis are, for example, questions of cultural influence through inter- or transnationally distributed media programs or the development of global net cultures against the background of questions of ethnicity and identity in the "diaspora" or in the context of global protest movements.

Qualification objectives:

The module teaches concepts, methods, and theories relevant for understanding global, intercultural, and transcultural processes using the example of global communication flows. Students learn about the discourse on the consequences of social and cultural globalization from the perspective of basic questions in communication studies.

Literature:

Hall, Stuart (1994): The Question of Cultural Identity, in Racism and Cultural Identity. Selected Writings 2, Hamburg, pp.180-222.

Tomlinson, John (2002): Internationalism, Globalization and Cultural Imperialism, in: Löffelholz, Martin; HEPP, Andreas (eds.): Transkulturelle Kommunikation, in: dies. (Hrsg.): Grundlagentexte zur transkulturellen Kommunikation, Konstanz, S.140-163.

Welsch, Wolfgang (1999): Transculturality: The Puzzling Form of Cultures Today, in: Featherstone, Mike; Lash, Scott (eds.), Spaces of Culture, London et al., pp.199-213.

Wolton, Dominique (2003): L'Autre Mondialisation. Paris.		
Courses in the module	h/week	ECTS
C 124025	Global Culture & Communication	3	6

Law

Module 121231 | Law in the Media & Cultural Sector				
BA CCM	Semesters 3-7	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form				Seminar
Event type Lecture/exercise				mandatory ☐　　　elective　☒
Duration				1 semester
Availability				annually ☒　　　per semester ☐
Examination				Written test
Scope and duration of examination				90 min.
Responsible for module				Prof. Dr. Georg Jochum
Prerequisites				Successful completion of module 100093 Fundamentals of Law
Use of module				Major Phase | Cross-sectional module

Content:
- | General personal rights
- | Basic communication rights
- | Broadcasting law, State Media Treaty
- | Telemedia and internet law
- | Press law
- | Youth protection law
- | Data protection law

Qualification objectives:

Students learn the legal regulations for press, radio, television, and internet. They know about the regulations for the protection of privacy in the media and can apply them in simple cases. They also develop an understanding of legal problems in this area.

Literature:

Textbooks on internet law, media law, and data protection law as well as special recommendations of the lecturer

Courses in the module	h/week	ECTS
C 121231 | Law in the Media & Cultural Sector	3	6

Module 121232 | Intellectual Property Law

BA CCM	Semesters 3-7	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form				Seminar
Event type Lecture/exercise				mandatory ☐ elective ☒
Duration				1 semester
Availability				annually ☒ per semester☐
Examination				Written test
Scope and duration of examination				90 min
Responsible for module				Prof. Dr. Georg Jochum
Prerequisites				Successful completion of module 100093 Fundamentals of Law
Use of module				Major Phase	Cross-sectional module

Content:

| Copyright
| Trademark law
| Patent law
| Design law
| Enforcement of intellectual property claims

Qualification objectives:

Students learn about the various legal regulations for the protection of intellectual property and how to apply them to practical cases.

Literature:

Textbooks on copyright and trademark law as well as special recommendations of the lecturer

Courses in the module	h/week	ECTS
C 121232	Intellectual Property Law	3	6

Selected Topics

Module 121401 | Selected Topics in Communication & Cultural Studies I				
BA CCM	Semesters 3-7	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form				Seminar
Event type				mandatory ☐ elective ☒
Duration				1 semester
Availability				annually ☒ per semester ☐
Examination				See ZU|hause or course catalog
Scope and duration of examination				See ZU|hause or course catalog
Responsible for module				Academic program management
Prerequisites				-
Use of module				Major Phase | Cross-sectional module

Content:

Based on current media, cultural, sociological, political, and artistic debates, diagnoses, and developments, the module presents cultural and communication science terms, theories, and concepts for discussion.

Qualification objectives:

After completing the module, students have the techniques and skills to describe and analyze the terms, theories, and concepts of cultural and communication sciences and to examine and question their contemporary diagnostic value.

Literature:

Seminar-related

Courses in the module	h/week	ECTS
C 121401 | Selected Topics in Communication and Cultural Studies I	3	6

Module 121402 | Selected Topics in Communication & Cultural Studies II

BA CCM	Semesters 3-7	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114

Teaching form	Seminar
Event type	mandatory ☐ elective ☒
Duration	1 semester
Availability	annually ☒ per semester ☐
Examination	See ZU|hause or course catalog
Scope and duration of examination	See ZU|hause or course catalog
Responsible for module	Academic program management
Prerequisites	-
Use of module	Major Phase | Cross-sectional module

Content:

Based on current media, cultural, sociological, political, and artistic debates, diagnoses, and developments, the module presents cultural and communication science terms, theories, and concepts for discussion.

Qualification objectives:

After completing the module, students have the techniques and skills to describe and analyze the terms, theories, and concepts of cultural and communication sciences and to examine and question their contemporary diagnostic value.

Literature:

Seminar-related

Courses in the module	h/week	ECTS
C 121402 | Selected Topics in Communication and Cultural Studies II	3	6

Module 121403	Selected Topics in Communication & Cultural Studies III			
BA CCM	Semesters 3-7	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form				Seminar
Event type				mandatory ☐ elective ☒
Duration				1 semester
Availability				annually ☒ per semester ☐
Examination				See ZU|hause or course catalog
Scope and duration of examination				See ZU|hause or course catalog
Responsible for module				Academic program management
Prerequisites				-
Use of module				Major Phase	Cross-sectional module

Content:

Based on current media, cultural, sociological, political, and artistic debates, diagnoses, and developments, the module presents cultural and communication science terms, theories, and concepts for discussion.

Qualification objectives:

After completing the module, students have the techniques and skills to describe and analyze the terms, theories, and concepts of cultural and communication sciences and to examine and question their contemporary diagnostic value.

Literature:

Seminar-related

Courses in the module	h/week	ECTS
C 121403	Selected Topics in Communication and Cultural Studies III	3	6

Creativity & Practice

Module 241127 | Creativity & Performativity				
BA CCM	Semesters 3-7	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form				Workshop, exercise
Event type				mandatory ☐ elective ☒
Duration				1 semester
Availability				annually ☒ per semester ☐
Examination				Presentation
Scope and duration of examination				15-20 minutes
Responsible for module				Prof. Dr. Stephan Schmidt-Wulffen Prof. Dr. Jan Söffner Prof. Dr. Karen van den Berg
Prerequisites				-
Use of module				Major Phase | Cross-sectional module

Content:
The module focuses on the question of how innovation enters the world and how to gain unfamiliar perspectives on the familiar. Students are encouraged to experiment and perform with the possibilities of aesthetic and artistic forms of knowledge and to become creatively active. They learn observation, improvisation, and imagination techniques and are familiarized with forms of world appropriation that are derived from practical creative action and unfold in work with their own body and senses. Different focal points are offered and combined within the module. These range from performative forms of presentation to film, photography and drawing, design, and the ritual self-techniques of yoga. Practical workshop blocks, accompanying theoretical reflection events, and a public final presentation structure the program.

Qualification objectives:
The module aims to sharpen perception and imparts knowledge of alternative epistemes and creativity techniques in the context of university education. Students receive a practical introduction to creative skills and a sense of the social situation of their actions.

Literature:
Lave, Jean, and Etienne Wenger: Situated Learning: Legitimate Peripheral Participation Cambridge, New York, Melbourne, Madrid, Cape Town: Cambridge University Press 1991.
Polanyi, Michael: The Tacit Dimension. 22 ed. Chicago/London: The University of Chicago Press 2009 (1966).

Courses in the module	h/week	ECTS
C 110012 | Workshop Creativity & Performativity	2	2
C 121411 | Reflection and Presentation of Artistic Epistemes	1	4

Module 24115-12 | Students' Art and Cultural Projects				
BA CCM	Semesters 3-7	3 h/week	12 ECTS	Contact time/self-study (in hrs): 36/264

Teaching form	Workshop, project work
Event type	mandatory ☐ elective ☒
Duration	2 semesters
Availability	annually ☐ per semester ☒
Examination	Individual project dossier with documentation of the research process and project implementation (exhibition, concert or performance)
Scope and duration of e	The scope is determined at the beginning of the semester.
Responsible for module	Prof. Dr. Karen van den Berg Prof. Dr. Martin Tröndle
Prerequisites	-
Use of module	Major Phase | Cross-sectional module

Content:

Social issues can be depicted, reflected upon, and presented in the aggregate state of the arts. Festivals, exhibitions, experimental symposia, and larger cultural events provide the formats for this. The module provides a framework for the conceptual development and implementation of self-initiated projects in the fields of music, performance, and visual arts and other art-related forms of action (design, architecture, popular culture events). Input blocks and continuous project coaching encourage students to work independently in curatorial project structures.

Qualification objectives:

The module qualifies students for conceptual, dramaturgical, and organizational work, enables them to implement art and cultural projects and ensures in-depth scientific reflection on the content developed.

Literature:

The literature is adjusted depending on the project.

Courses in the module	h/week	ECTS
C 241151 | Input Workshop	1	1
C 241152 | Project Coaching and Realization	2	11

Method Workshops

Module 12344 | Advanced Methods				
BA CCM	Semesters 3-7	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form				Workshop
Event type				mandatory ☐ elective ☒
Duration				1 semester
Availability				annually ☐ per semester ☒
Examination				Homework/paper (using the methods taught in the respective workshop)
Scope and duration of examination				See ZU|hause or course catalog
Responsible for module				Academic program management
Prerequisites				-
Use of module				Major Phase | Cross-sectional module

Content:

The Advanced Methods module consists of attending two methods workshops. The combination is arbitrary, as long as the workshops (no. 123241-44) are declared accordingly. Approximately eight workshops are regularly offered each semester, e.g. on the following methods:

| Hermeneutics
| Discourse analysis
| Image analysis
| Ethnographic methods
| Design of case studies
| Qualitative content analysis
| Quantitative content analysis (including automatic methods)
| Network analysis
| Grounded theory
| Qualitative Comparative Analysis (QCA)
| Multivariate analysis methods

Qualification objectives:

Students become familiar with cultural and social science methods at an advanced level and can critically reflect on their use.

Literature:

Depending on the workshop offer

Courses in the module	h/week	ECTS
C 123241-44 | Advanced Methods I	1.5	3
C 123241-44 | Advanced Methods II	1.5	3

Humboldt Year

Focus 1 | Research Project				
BA CCM	Semesters 6-7	4-6 hours per week	30 ECTS	Contact time/self-study (in hrs): 48/702-72/678
Teaching form				Individual supervision, project-specific seminar, colloquium
Event type				mandatory ☐ elective ☒
Duration				2 semesters
Availability				annually ☐ per semester ☒
Examination				Research report, presentation
Scope and duration of examination				Approx. 40,000 characters, approx. 20 minutes
Responsible for module				Prof. Dr. Maren Lehmann
Prerequisites				-
Use of module				Humboldt Year

Content:

The Research Project module is aimed at students with a strong interest in scientific work and research-oriented professional fields. It offers students the opportunity to carry out a research project at a ZU chair, research cluster, research network, or research center under the supervision and academic guidance of a researcher. In connection with this research project, students prepare a report on their research project in the form of a term paper or an academic paper. This paper is a piece of independent academic work in which students apply scientific methods and findings to a specific research topic (Module 114711 \| Research Project).

In addition to individual academic supervision of the research projects, students are supported by courses relevant to the project in terms of content and methodology and/or a research colloquium (Module 114712 \| Research Colloquium). As part of the colloquium, students receive feedback on their research work from a broad university audience.

Qualification objectives:

This module trains students to work independently and provides them with advanced knowledge of scientific work. Independent academic work, establishing the link between theory and empiricism, and working on a research question over a longer period of time are intended to train and develop the skills required to write the Bachelor's thesis.

Literature:

Project-dependent, seminar-related

Courses in the module	h/week	ECTS
C 114711 Research Project	1	21
AND C 114712 Research Colloquium	2	3
Course on the research project from SPE/CCM/CME/PAIR compulsory elective	3	6
OR Course In-depth Seminar from SPE/CCM/CME/PAIR	3	9

Focus 2 | Advanced Studies				
BA CCM	Semesters 6-7	12 h/week	30 ECTS	Contact time/self-study (in hrs): 144/606
Teaching form				Seminar
Event type				mandatory ☐ elective ☒
Duration				2 semesters
Availability				annually ☐ per semester ☒
Examination				Seminar-related
Scope and duration of examination				Seminar-related
Responsible for module				Academic program management
Prerequisites				-
Use of module				Humboldt Year

Content:

The in-depth seminars deal with a current topic from a communication studies or cultural studies perspective at an advanced level. Students are expected to conduct independent literature research, study the literature intensively, and be prepared to reflect on theory.

The in-depth seminars are supplemented by the choice of additional CCM elective modules, depending on interest and thematic and/or methodological focus.

Qualification objectives:

| The ability to conduct independent literature research
| The ability to engage in intensive and theory-driven academic analysis of a topic
| Advanced subject-specific knowledge
| Advanced application of methods

Courses in the module	h/week	ECTS
C 111533 | CCM-Advanced Seminar	3	9
C 111534 | CCM-Advanced Seminar	3	9
CCM-Elective Module(s)	6	12

Bachelor Phase

Module 11280 | Final Module				
BA CCM	Semester 8	-	14 ECTS	Contact time/self-study (in hrs): 0/350
Teaching form				Colloquium, individual supervision
Event type				mandatory ☒ elective ☐
Duration				1 semester
Availability				annually ☐ per semester ☒
Examination				Bachelor's thesis and defense
Scope and duration of examination				30-45 min., approx. 90,000 characters
Responsible for module				Academic program management
Prerequisites				Completed mandatory modules
Use of module				Bachelor Phase

Content:

Students learn to develop and present a scientific question; they acquire the skills to discuss their projects with an expert audience, evaluate the discussions, and implement them in their further work process.

The content depends on the research interests of the students. The questions they pursue as part of their Bachelor's thesis are the subject of the course.

Qualification objectives

| The ability to critically analyze and evaluate the topic relevant to the thesis
| The ability to create a concise summary of the project and present it as a preliminary draft

Literature:

Project-dependent

Courses in the module	h/week	ECTS
Bachelor Thesis	-	12
Thesis defense	-	2

ZU|Plus

Workshop 110012 | Creativity & Performativity				
BA CCM	Semesters 1-8	2 h/week	2 ECTS	Contact time/self-study (in hrs): 24/26
Teaching form				Seminar, exercise
Event type				mandatory ☐ elective ☒
Duration				1 semester
Availability				annually ☐ per semester ☒
Examination				No examination
Scope and duration of examination				80% attendance
Responsible for module				Prof. Dr. Karen van den Berg
Prerequisites				-
Use of module				ZU|Plus

Content:

The module focuses on the question of how innovation enters the world and how to gain unfamiliar perspectives on the familiar. Students are encouraged to experiment and perform with the possibilities of aesthetic and artistic forms of knowledge and to become creatively active. They learn observation, improvisation, and imagination techniques and are familiarized with forms of world appropriation that are derived from practical creative action and unfold in work with their own body and senses. Different focal points are offered and combined within the module. These range from performative forms of presentation to filmic works, photography and drawing, design, and the ritual self-techniques of yoga. Practical workshop blocks and a final public presentation structure the program. If you are interested in a more intensive examination of the topics mentioned, you should take module 12141 Creativity & Performance instead of the Workshop. This module can be selected as a compulsory elective module for CCM students and as a multidisciplinary module for students of other programs.

Qualification objectives:

The module aims to sharpen perception and imparts knowledge of alternative forms of epistemes and creativity techniques in the context of university education. Students receive a practical introduction to creative skills and a sense of the social situation of their actions.

Literature:

See ZU|hause or course catalog

Courses in the module	h/week	ECTS
C 110012 | Workshop Creativity & Performativity	2	2

Workshop 110011 | Fundamentals of Entrepreneurship				
BA CCM	Semester 1-8	2 h/week	2 ECTS	Contact Time/Self Study (in hrs): 24/26
Teaching methods				seminar, exercise
Event type				mandatory ☐ elective ☒
Duration				1 semester
Rotation				yearly ☐ per semester ☒
Examinations				no examination
Scope and duration of examinations				70% attendance
Module responsibility with				PioneerPort
Prerequisites				-
Use of module				ZU|Plus

Content:

The essentials of entrepreneurship are a prominent research focus at ZU, particularly in the field of social entrepreneurship. Corresponding (student) projects are supported in the long term. The workshop on value-added entrepreneurship familiarizes students with the background, questions, risks, and potentials of founding a company. Closely aligned with the timeline of the start-up project, it provides an overview of the necessary steps for planning new business ideas and discusses the theories and concepts of entrepreneurship.

Qualification objectives:

After completing the workshop, students will have the techniques and tools to independently identify and assess market-effective innovation potential and to plan, finance, and successfully market their own business ideas.

Courses in the module	h/week	ECTS
C 110011 | Workshop Fundamentals of Entrepreneurship	2	2