zeppelin universität

zwischen
Wirtschaft Kultur Politik

Handbook of Modules
for the two-year M.A. study program
Cultural Production and Cultural Policy
MA CPP | 2y

(starting from Fall Semester 2024)

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Note on the topicality of the module descriptions

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

Semesters 1-2 | Mandatory Modules

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<tr><td colspan="5" align="center">Module 231010 | Project & Field Studies</td></tr>
<tr><td>MA CPP</td><td>Semesters 1-2</td><td>3 h/week</td><td>12 ECTS</td><td>Contact time/self-study (in hrs): 18/282-27/273</td></tr>
<tr><td colspan="4">Teaching form</td><td>Workshop, project work</td></tr>
<tr><td colspan="4">Event type</td><td>mandatory ☒   elective   ☐</td></tr>
<tr><td colspan="4">Duration</td><td>1 semester</td></tr>
<tr><td colspan="4">Rotation</td><td>annually ☒   per semester ☐</td></tr>
<tr><td colspan="4">Examination</td><td>Constant, active participation, presentation and/or final report</td></tr>
<tr><td colspan="4">Scope and duration of examination</td><td>The scope is determined at the beginning of the semester.</td></tr>
<tr><td colspan="4">Responsible for module</td><td>Prof. Dr. Martin Tröndle</td></tr>
<tr><td colspan="4">Prerequisites</td><td>-</td></tr>
<tr><td colspan="4">Use of module</td><td>Semesters 1 or 2</td></tr>
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Content:

The module is dedicated to research-based teaching. Where possible, work is carried out on a specific case and with real case providers. This can be, for example, the cultural department of a city, a museum, a publishing house, a media institution, or a festival. The problem is defined with the practice partner. The exact content and timing of the module as well as the examination depend on the case to be worked on.

Qualification objectives:

Students learn to define a problem situation, to transfer it into scientifically workable problems, to select and apply the methods and theories necessary to work on the problems, and then to reflect the results of their work to their practice partners in the form of a presentation or a publication. In this way, students experience the benefits of methodological and theoretical competence, i.e. how science becomes effective.

Literature:

Literature will be added depending on the project.

Tröndle, Martin (Hg.) (2017): Die Kulturkonzeption. Stadtentwicklung und Kulturpolitik am Beispiel der Stadt Ravensburg. Wiesbaden: Springer VS.

Courses in the module	h/week	ECTS
C 231010 | Project & Field Studies in Culture & Media	3	12

Module 241127	Creativity & Performativity			
MA CPP	Semesters 2-3	3 h/week	6 ECTS	Contact time/self-study (in hrs): 27/123
Teaching form				Workshop, exercise
Event type				mandatory ☒ elective ☐
Duration				1 semester
Rotation				annually ☒ per semester ☐
Examination				Presentation
Scope and duration of examination				15-20 min.
Responsible for module				Prof. Dr. Stephan Schmidt-Wulffen Prof. Dr. Jan Söffner Prof. Dr. Karen van den Berg
Prerequisites				-
Use of module				Semesters 1 or 2

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 & Presentation of Artistic Epistemes	1	4

Module 241129 | Cultural Policy				
MA CPP	Semesters 1-2	3 h/week	6 ECTS	Contact time/self-study (in hrs): 27/123

Teaching form	Seminar
Event type	mandatory ☒ elective ☐
Duration	1 semester
Rotation	annually ☒ per semester ☐
Examination	See ZU|hause or course catalog
Scope and duration of examination	See ZU|hause or course catalog
Responsible for module	Prof. Dr. Martin Tröndle
Prerequisites	-
Use of module	Semesters 1 or 2

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 part 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 fundamental 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:

Literature is provided by the lecturers.

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

Module 241130 | Cultural Organization

MA CPP	Semesters 1-2	3 h/week	6 ECTS	Contact time/self-study (in hrs): 27/123

Teaching form	Seminar
Event type	mandatory ☒ elective ☐
Duration	1 semester
Rotation	annually ☒ per semester ☐
Examination	See ZU|hause or course catalog
Scope and duration of examination	See ZU|hause or course catalog
Responsible for module	Prof. Dr. Martin Tröndle
Prerequisites	-
Use of module	Semesters 1 or 2

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 part 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 fundamental 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:

Literature is provided by the lecturers.

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

Module 24120	Theories for Social Change			
MA CPP	Semesters 1-2	6-12 h/week	12-24 ECTS	Contact time/self-study (in hrs): 54/246-108/492

Teaching form	Seminar
Event type	mandatory ☒ elective ☐
Duration	1-2 semesters
Rotation	annually ☒ per semester ☐
Examination	See ZU|hause or course catalog
Scope and duration of examination	See ZU|hause or course catalog
Responsible for module	Prof. Dr. Udo Göttlich Prof. Dr. Maren Lehmann Jun. Prof. Dr. Meike Lettau Prof. Dr. Jan Söffner
Prerequisites	-
Use of module	Semesters 1 or 2

Content:

The module lays the theoretical foundations for the interdisciplinary MA CPP.

Qualification objectives:

With this module, students not only acquire abstraction skills and theoretical knowledge. They also learn to situate theories and methods in a disciplinary context and to discuss them in an interdisciplinary manner. The problem-oriented questions strengthen their diagnostic skills as well as their ability to contextualize and critically question theories systematically and historically.

Literature:

Literature is provided by the lecturers.

Courses in the module	h/week	ECTS
C 231032 | Cultural Theories & Postcolonial Studies	3	6
C 100115 | World Society (Differentation and Integration)	3	6
C 241118 | Digital Public Sphere	3	6
C 241119 | Diversity and Change Management	3	6

Module 24121 | Methods				
MA CPP	Semesters 1-2	3-6 h/week	6-12 ECTS	Contact time/self-study (in hrs): 54/246-108/492
Teaching form				Workshop, seminar
Event type				mandatory ☒ elective ☐
Duration				1-2 semesters
Rotation				annually ☒ per semester ☐
Examination				See ZU|hause or course catalog
Scope and duration of examination				See ZU|hause or course catalog
Responsible for module				Prof. Dr. Jan Söffner
Prerequisites				-
Use of module				Semesters 1 or 2

Content:

The module provides students with knowledge of standardized and non-standardized methods. In addition, the course "Interdisciplinary Methods" offers students the opportunity to explore the relationship between knowledge, subject, method, and theory and to learn how to design research projects.

Students choose the method workshops individually and with regard to their main areas of study. The method workshops can include the following content:

| Qualitative and quantitative survey and evaluation methods of social research and cultural studies (e.g. survey and group discussion, content analysis, experiment, observation), incl. statistics

| Systematic and historical analyses of visual and audiovisual media offerings and media

Qualification objectives:

The courses offer the opportunity to deal with the development of methods and research approaches and the connection between knowledge, subject, method, and theory.

Literature:

Literature is provided by the lecturers.

Courses in the module	h/week	ECTS
C 2314012 | Interdisciplinary Methods	3	6
C 123241-44 (A-Z) | Advanced Methods I-IV	3-6	6-12

Semesters 1-2 | Elective Modules

Module 113061 | Public Management				
MA CPP	Semesters 1-2	3 h/week	6 ECTS	Contact time/self-study (in hrs): 27/123
Teaching form				Seminar
Event type				mandatory ☐ elective ☒
Duration				1-2 semesters
Rotation				annually ☒ per semester ☐
Examination				Written test
Scope and duration of examination				90 min.
Responsible for module				Prof. Dr. Ulf Papenfuß
Prerequisites				-
Use of module				Semesters 1 or 2

Content:

The module deals with how tasks in public organisations can be performed effectively and efficiently regarding conflicts of rationalities between economic, political and legal rationalities. The theories and instruments developed will be discussed for problem analysis and design in an international and national context. It covers topics such as evidence-based management, outcome-oriented control, personnel management, leadership, gender equality and public corporate governance.

Qualification objectives:

The students can discuss the main theoretical and conceptual foundations of Public Management, assess the appropriate application of concepts and tools in the public sector, and are empowered to use the underlying theories of Public Management for problem analysis and to formulate recommendations for implementation in a situation-appropriate manner.

Literature:

Audretsch, D./Siegel, D./Terjesen, S. (2020): Entrepreneurship in the Public and Nonprofit Sectors, in: Public Administration Review, 80 (3), S. 468-472.

Ferlie, E./ Lynn Jr., L./Pollitt, C. (2005): The Oxford Handbook of Public Management, Oxford, Oxford University Press.

Pollitt, C./Bouckaert, G. (2011): Public Management Reform: A Comparative Analysis - New Public Management, Governance, and the Neo-Weberian State. 3. Auflage, Oxford, Oxford University Press.

Courses in the module	h/week	ECTS
C 113061 | Public Management	3	6

Module 2431138 | Law in the Media & Cultural Sector

MA CPP	Semesters 1-2	3 h/week	6 ECTS	Contact time/self-study (in hrs): 27/123
Teaching form				Seminar
Event type				mandatory ☐ elective ☒
Duration				1 semester
Rotation				annually ☒ per semester ☐
Examination				Written test
Scope and duration of examination				90 min.
Responsible for module				Prof. Dr. Georg Jochum
Prerequisites				Basic knowledge of civil and public law is desirable
Use of module				Semesters 1 or 2

Content:

Fundamental principles of the areas of civil and public law relevant to the media and cultural sector. This includes, in particular, the fundamentals of media law, copyright law, and trademark law, including the relevant contract law.

Qualification objectives:

Students are able to recognize simple legal risks and avoid them.

Literature:

See ZU|hause or course catalog

Courses in the module	h/week	ECTS
C 2431138	Law in the Media & Cultural Sector	3	6

Module 522016-6 | Human Resource Management

MA CPP	Semesters 1-2	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form				Seminar
Event type				mandatory ☐ elective ☒
Duration				1 semester
Rotation				annually ☒ per semester ☐
Examination				Exam
Scope and duration of examination				60 min.
Responsible for module				Prof. Dr. Christian Opitz
Prerequisites				-
Use of module				Semesters 1 or 2

Content:

| Theoretical and empirical foundations
| Recruitment
| Employee selection
| Performance appraisals
| Rewarding employees
| Promotions and tournaments
| Organizational culture
| Diversity management
| Employer branding
| International HRM

Qualification Objectives:

The students

| Become acquainted with the theoretical and empirical foundations of HRM from an economic and behavioral science perspective
| Acquire in-depth knowledge in selected areas of contemporary HRM practice
| Are informed about major challenges and trends
| Critically reflect on the ethical aspects of HRM and consider environmental, economic, and social dimensions
| Can make a valuable contribution to the design of effective HRM systems in companies as well as cultural and political institutions.

Literature:

See ZU|hause or course catalog

Courses in the module	h/week	ECTS
C 522016-6	HR Management	3	6

Semesters 2-3 | Elective Modules

Competence Area "Programming & Curating"

<table>
<tr><td colspan="5" align="center">Module 241153 | Making of Art in Society</td></tr>
<tr><td>MA CPP</td><td>Semesters 2-3</td><td>3 h/week</td><td>6 ECTS</td><td>Contact time/self-study (in hrs): 45/105</td></tr>
<tr><td colspan="4">Teaching form</td><td>Seminar</td></tr>
<tr><td colspan="4">Event type</td><td>mandatory ☐   elective ☒</td></tr>
<tr><td colspan="4">Duration</td><td>1-2 semesters</td></tr>
<tr><td colspan="4">Rotation</td><td>annually ☒   per semester ☐</td></tr>
<tr><td colspan="4">Examination</td><td>Presentation and term paper or oral exam</td></tr>
<tr><td colspan="4">Scope and duration of examination</td><td>10 pages or 15 minutes</td></tr>
<tr><td colspan="4">Responsible for module</td><td>Prof. Dr. Karen van den Berg</td></tr>
<tr><td colspan="4">Prerequisites</td><td>-</td></tr>
<tr><td colspan="4">Use of module</td><td>Semesters 2-3 | Competence area "Programming & Curating"</td></tr>
</table>

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 familiarized with historical developments in art production. They gain an idea of the major artistic movements, their inventions and self-understanding, from Renaissance until today's artistic work structures. Special emphasis is placed on the analysis of different concepts of author-ship, originality, and the changing social role of artists. Students look at examples of artworks and artists, to examine production environments, studio practices, and economies in their historical contexts.

Literature:

Svetlana Alpers: *Rembrandt als Unternehmer*, Köln: DuMont 1989.

Michael Baxandall: *Painting and Experience in Fifteenth Century Italy,* Oxford: Oxford University Press 1972.Arnold Hauser: *The Social History of Art and Literature,* London:Routledge & Kegan Paul 1952.

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

Module 241154 | Theory & History of Curating				
MA CPP	Semesters 2-3	3 h/week	6 ECTS	Contact time/self-study (in hrs): 27/123

Teaching form	Seminar
Event type	mandatory ☐ elective ☒
Duration	1-2 semesters
Rotation	annually ☒ per semester ☐
Examination	Project presentation
Scope and duration of examination	Project-dependent, dossier approx. 10-15 pages
Responsible for module	Prof. Dr. Karen van den Berg
Prerequisites	Previous knowledge of art studies. Only selectable in parallel with or after module 121182 Curatorial Practice
Use of module	Semesters 2-3 | Competence area "Programming & Curating"

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: Stanford University Press 2003.

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				
MA CPP	Semesters 2-3	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/264
Teaching form				Seminar
Event type				mandatory ☐ elective ☒
Duration				1-2 semesters
Rotation				annually ☒ per semester ☐
Examination				Project presentation
Scope and duration of examination				Project-dependent, dossier approx. 10-15 pages
Responsible for module				Prof. Dr. Karen van den Berg
Prerequisites				Previous knowledge of art studies. Only selectable in parallel with or after module 121181 Theory & History of Curating
Use of module				Semesters 2-3 | Competence area "Programming & Curating"

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

Competence Area "Cultural Organization, Cultural Economy & New Publics"

Module 241113	International Cultural Relations			
MA CPP	Semesters 2-3	3 h/week	6 ECTS	Contact time/self-study (in hrs): 27/123
Teaching form				Seminar
Event type				mandatory ☐ elective ☒
Duration				1 semester
Rotation				annually ☒ per semester ☐
Examination				Written exam, term paper, oral exam
Scope and duration of examination				See ZU|hause or course catalog
Responsible for module				Prof. Dr. Meike Lettau
Prerequisites				-
Use of module				Semesters 2-3 | Competence area "Cultural Organization, Cultural Economy & New Publics"

Content:

International cultural relations are an important part of global political and social cooperation. The module deals with the fundamentals of international cultural relations at state and civil society level and is dedicated to the analysis and understanding of international cultural cooperation and global, post-colonial relations at cultural, social, and political level. The focus is on socio-political transformation processes, strategies of civil society engagement, and the role of cultural work in conflict transformation. The subject area is treated from an interdisciplinary perspective.

Qualification objectives:

In the module, students learn about strategies, concepts, institutional structures, and practical examples of international cultural relations with a specific focus on postcolonial approaches. Students are able to independently analyze e.g. strategies of the European Union, approaches of UNESCO, or cooperation projects within the framework of city partnerships. In addition, students learn key skills and methods for implementing their own project ideas in the subject area.

Literature:

See ZU\|hause or course catalog

Courses in the module	h/week	ECTS
C 241113 | International Cultural Relations	3	6

Module 241116 | Audience Studies				
MA CPP	Semesters 2-3	3 h/week	6 ECTS	Contact time/self-study (in hrs): 27/123
Teaching form				Seminar
Event type				mandatory ☐ elective ☒
Duration				1 semester
Rotation				annually ☒ per semester ☐
Examination				Term paper
Scope and duration of examination				30,000 characters
Responsible for module				Prof. Dr. Udo Göttlich
Prerequisites				-
Use of module				Semesters 2-3 | Competence area "Cultural Organization, Cultural Economy & New Publics"

Content:

The module deals with the emergence and transformation of viewer and audience concepts in the context of the development of modern performance venues (cinema, radio, television, events and event creation processes). The focus is on different conceptual and theoretical concepts of the viewer, listener, reader, and audience, as they can be found in the cultural and social sciences. In addition to a conceptual clarification of viewer and audience concepts under the influence of the digitalization of media, the seminar focuses on the development of theoretical models of viewer, reception, and usage research.

Qualification objectives:

The aim of the module is to examine and classify the change in audience concepts in relation to media and cultural change, visitor research approaches in relation to cultural institutions and knowledge of the basic concepts of audience studies from an international perspective.

Literature:

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

Gillespie, Marie (2005): Media Audiences, Maidenhead, Open University.

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

Nightingale, Virginia; Ross, Karen (2003): Critical Readings: Media and Audiences, Maidenhead, Open University.

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

Module 241133 | Current Markets for the Arts & Digital Culture (Lecture Series)

MA CPP	Semesters 2-3	3 h/week	6 ECTS	Contact time/self-study (in hrs): 27/123
Teaching form				Seminar and lecture series
Event type				mandatory ☐ elective ☒
Duration				1 semester
Rotation				annually ☒ per semester ☐
Examination				Term paper
Scope and duration of examination				25,000 characters
Responsible for module				Prof. Dr. Franz Schultheis Prof. Dr. Jan Söffner
Prerequisites				-
Use of module				Semesters 2-3	Competence area "Cultural Organization, Cultural Economy & New Publics"

Content:

This module is dedicated to the functioning of the very different cultural markets - those that have already been developed and those that can still be developed. The aim is to ask how methods from the cultural and social sciences can be fruitfully applied to market analysis and, conversely, to what extent the perspectives and methods of economic market analysis can enrich the description of society and culture. Very different products are traded on these markets: Those that require high (e.g. in the gaming industry) or low (e.g. online publications) investments, those that are primarily traded as unique items (e.g. art market) or in the highest possible quantities (e.g. in the mass media), those that are created for pure consumers or for prosumers. How do markets shape these products and their consumers, and how are they shaped by them as specific cultures? How does a particular culture of exchange affect cultural attitudes, values, and goods? To what extent do the respective markets abstract from the people acting (in both senses of the word) as well as from the specific relationship between material value, market value, and cultural values? How do markets shape the relationship between monetary, cultural, and symbolic capital? The module poses these and many other questions at the interface between business, social, and cultural analytical research in a new and unusual way.

Qualification objectives:

In this module, students learn a market-oriented approach to methods and theories of social and cultural sciences. They gain important practical skills as a result of the module, and continue to do so beyond it.

Literature:

Luc Boltanski / Arnaud Esquerre: *Bereicherung. Eine Kritik der Ware*, Berlin: Suhrkamp 2018.
Pierre Bourdieu: *Kunst und Kultur. Zur Ökonomie symbolischer Güter*, Frankfurt/M: Suhrkamp 2014.
Georg Franck: *Ökonomie der Aufmerksamkeit. Ein Entwurf*, München, Wien: Carl Hanser 1998.
Isabelle Graw: *Der große Preis. Kunst zwischen Markt und Celebritykultur*, Köln: DuMont 2008.
Michael Hutter: The Rise of the Joyful Economy: Artistic Invention and Economic Growth from

Brunelleschi to Murakami, in: *Journal of Cultural Economics*, November 2016, Volume 40, Issue 4, pp 553–555.

Pierre-Michel Menger: *Kunst und Brot. Die Metamorphosen des Arbeitnehmers*, Konstanz: UVK 2006.

Courses in the module	h/week	ECTS
C 241133 | Current Markets for the Arts & Digital Culture (Lecture Series)	3	6

Competence Area "Arts, Politics & Social Change"

Module 241120	Analysis of Arts, Politics & Activism			
MA CPP	Semesters 2-3	3 h/week	6 ECTS	Contact time/self-study (in hrs): 27/123
Teaching form				Seminar and lecture series
Event type				mandatory ☐ elective ☒
Duration				1 semester
Rotation				annually ☒ per semester ☐
Examination				Term paper
Scope and duration of examination				25,000 characters
Responsible for module				Prof. Dr. Karen van den Berg
Prerequisites				-
Use of module				Semesters 2-3	Competence area "Arts, Politics & Social Change "

Content:

Activism and protest culture have become important political instruments worldwide. Thanks to increasingly diverse media distribution channels and ever more aesthetically elaborate artistic forms, activism has become an integral part of political communication. This has consequences for political culture and the role of the arts.

The course explores the complex relationship between art and politics through texts, image, film and material analyses, visits to events, and discussions with artists and experts. Lectures on historical developments from the artistic avant-garde to the immediate present alternate with joint exemplary analytical work. An important emphasis is also placed on students' own research projects. The course thus offers in-depth insights into the artistic practices of activism, political and socially engaged art, their infrastructures and fields of discourse.

Qualification objectives:

Students learn about the field of political, socially engaged, and activist art and gain in-depth insights into practices and theoretical discourses.

Literature:

Judith Butler: *Notes toward a Performative Theory of Assembly*. Cambridge, Massachusetts / London: Harvard University Press 2015.

Okuwi Enwezor: "The Production of Social Space as Artwork," in: *Collectivism after Modernism. The Art of Imagination after 1945*, edited by Blake Stimson and Gregory Sholette, Minneapolis / London: University of Minnesota Press, 2007, 223-49.

Florian Malzacher / Steirischer Herbst (eds.): *Truth Is Concrete. A Handbook for Artistic Strategies in Real Politics*. Berlin: Sternberg, 2014.

Courses in the module	h/week	ECTS
C 241120	Analysis of Arts, Politics & Activism	3	6

Module 244113 | Understanding (Planetary) Futures

MA CPP	Semesters 2-3	3 h/week	6 ECTS	Contact time/self-study (in hrs): 27/123
Teaching form				Seminar and lecture series
Event type				mandatory ☐ elective ☒
Duration				1 semester
Rotation				annually ☒ per semester ☐
Examination				Term paper
Scope and duration of examination				25,000 characters
Responsible for module				Prof. Dr. Armen Avanessian
Prerequisites				-
Use of module				Semesters 2-3	Competence area "Arts, Politics & Social Change"

Content:

The module considers the fact that the 21st century is characterized by several disruptive developments such as digital infrastructures, climate emergencies, and pressing identity issues. In order to understand them theoretically, and to develop adequate practical approaches, there is a need for an intensive critical analysis of contemporary theorizing, which, both in the examination of its respective discipline and with a view to a new relationship to the world in the age of the Anthropocene or the planetary, engages in the speculative venture of understanding the present from the future. Species extinction, climate change, and pandemic are just a few much-discussed examples of the need to broaden the planetary horizon of our thinking and ethical actions, also with regard to our responsibility as well as *response-ability* (Donna Haraway) for other living beings and entities.

Qualification objectives:

The seminar discusses recent (humanities) scientific and philosophical publications and practices a critical approach to texts with the students, not least with a view to the pressing ethical and political challenges of the present and future. The aim is also to prepare future actors in the cultural field for (conceptual) work in a tense cultural and social field that is shaped by global protest movements.

Literature:

Avanessian, Armen (2019): Future Metaphysics, Cambridge: Polity.

Chakrabarty, Dipesh (2022): The climate of history in the planetary age, Chicago: University of Chicago Press.

Haraway, Donna (2018): Staying Restless. The Kinship of Species in the Chthulucene, Durham, NC: Duke University Press.

Yusoff, Kathryn (2018): A Billion Black Anthropocenes or None, Minneapolis: University of Minnesota Press.

Courses in the module	h/week	ECTS
Course 244113	Understanding (Planetary) Futures	3	6

Module 244111	Digitalization and Social Transformation			
MA CPP	Semesters 2-3	3 h/week	6 ECTS	Contact time/self-study (in hrs): 27/123
Teaching form				Seminar and lecture series
Event type				mandatory ☐ elective ☒
Duration				1 semester
Rotation				annually ☒ per semester ☐
Examination				See ZU|hause or course catalog
Scope and duration of examination				See ZU|hause or course catalog
Responsible for module				Prof. Dr. Florian Muhle
Prerequisites				-
Use of module				Semesters 2-3 | Competence area "Arts, Politics & Social Change"

Content:

As part of the ring seminar, selected topics will be dealt with that exemplify the social changes that are already associated with the comprehensive digitalization of modern societies or that can be expected in the foreseeable future. Possible topics include the comprehensive datafication of social communication, current developments in artificial intelligence, and the increasing fusion of physical and virtual reality. The topics are reflected on and discussed on the basis of joint text readings as well as together with invited experts.

Qualification objectives:

The aim of the module is to present students with an overview of current developments in the context of comprehensive digitalization and its social consequences. This should enable students not only to identify relevant phenomena of digitalization, but also to recognize their consequences and the associated design and change requirements.

Literature:

Literature is provided by the lecturers.

Courses in the module	h/week	ECTS
C 244111 | Digitalization and Social Transformation	3	6

Module 244132	Science, Fiction & Society			
MA CPP	Semesters 2-3	3 h/week	6 ECTS	Contact time/self-study (in hrs): 27/123
Teaching form				Seminar and lecture series
Event type				mandatory ☐ elective ☒
Duration				1 semester
Rotation				annually ☒ per semester ☐
Examination				See ZU|hause or course catalog
Scope and duration of examination				See ZU|hause or course catalog
Responsible for module				Prof. Dr. Jan Söffner
Prerequisites				-
Use of module				Semesters 2-3 | Competence area "Arts, Politics & Social Change"

Content:

Both technical and social reality are determined by plans, mind games, simulations and experiments that require a high degree of creative inventiveness.

It therefore comes as no surprise that both of these were anticipated and

influenced by fictional works. Reflecting on technological and social constructions of reality requires more than what can be explored in scenarios and forecasts; it must

also take place on the basis of speculation. In this module, students are introduced to

speculative thinking. They learn to recognize which fictions can gain scientific importance under which conditions.

They also learn to make the unpredictable the subject of research.

Qualification objectives:

In this module, students learn to think freely but in a decidedly scientific way

that enables them to deal with uncertainties and future alterities. It draws on

scientific theories of the future, on science fiction, and also on creative speculative

thinking.

Literature:

Literature is provided by the lecturers.

Courses in the module	h/week	ECTS
C 244132 | Science, Fiction & Society	3	6

Cross Sectional Area

Module 24115-12 | Independent Project in Media, Culture & Entrepreneurship				
MA CPP	Semester 2-3	3 h/week	12 ECTS	Contact time/self-study (in h): 27/273
Teaching form				project work | Workshop
Event type				Mandatory ☐ Elective☐ ☒
Duration				1 Semester
Rotation				annually ☒ per semester ☐
Examinations				active participation, implementation of the project, written reflexion on the project & feedback discussion
Scope and Length of Examinations				to be decided at the beginning of the semester.
Module Responsibility with				Prof Dr Karen van den Berg Prof Dr Martin Tröndle
Prequisites				-
Use of Module				Semester 2-3 | Cross-section Area

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 & Implementation	2	11

Module 241491 | Selected Topics I				
MA CPP	Semesters 2-3	3 h/week	6 ECTS	Contact time/self-study (in hrs): 27/123
Teaching form				Seminar
Event type				mandatory ☐ elective ☒
Duration				1 semester
Rotation				annually ☒ per semester ☐
Examination				Keynote presentation or minutes (ungraded) and term paper or written exam (graded)
Scope and duration of examination				25,000 characters, 135 min.
Responsible for module				Academic program management
Prerequisites				-
Use of module				Semesters 2-3 | Cross-sectional area

Content:

Using paradigmatic examples, the module follows current debates, theories, and subject areas with an alternating focus on communication and media studies on the one hand and art and cultural studies on the other. In a problem-oriented perspective, social, cultural, media, and aesthetic phenomena and artifacts of the present are addressed in order to question the theories and methods of the disciplines not only with regard to their diagnostic value, but also to discuss their historicity. The module is a problem-oriented introduction to interdisciplinary thinking.

Qualification objectives:

After completing the module, students will be able to independently transfer the methodological and theoretical knowledge of cultural studies or media and communication studies to other areas. They will have learned to differentiate between the methods and theories of the disciplines covered and to analyze and evaluate them comparatively.

Literature:
Depends on topic

Courses in the module	h/week	ECTS
C 241491 | Selected Topics I	3	6

Module 241492 | Selected Topics II				
MA CPP	Semesters 2-3	3 h/week	6 ECTS	Contact time/self-study (in hrs): 27/123
Teaching form				Seminar
Event type				mandatory ☐ elective ☒
Duration				1 semester
Rotation				annually ☒ per semester ☐
Examination				Keynote presentation or minutes (un-graded) and term paper or written exam (graded)
Scope and duration of examination				25,000 characters, 135 min.
Responsible for module				Academic program management
Prerequisites				-
Use of module				Semesters 2-3 | Cross-sectional area

Content:

Using paradigmatic examples, the module follows current debates, theories, and subject areas with an alternating focus on communication and media studies on the one hand and art and cultural studies on the other. In a problem-oriented perspective, social, cultural, media, and aesthetic phenomena and artifacts of the present are addressed in order to question the theories and methods of the disciplines not only with regard to their diagnostic value, but also to discuss their historicity. The module is a problem-oriented introduction to interdisciplinary thinking.

Qualification objectives:

After completing the module, students will be able to independently transfer the methodological and theoretical knowledge of cultural studies or media and communication studies to other areas. They will have learned to differentiate between the methods and theories of the disciplines covered and to analyze and evaluate them comparatively.

Literature:
Depends on topic

Courses in the module	h/week	ECTS
C 241492 | Selected Topics II	3	6

Module 241493 | Selected Topics III				
MA CPP	Semesters 2-3	3 h/week	6 ECTS	Contact time/self-study (in hrs): 27/123
Teaching form				Seminar
Event type				mandatory ☐ elective ☒
Duration				1 semester
Rotation				annually ☒ per semester ☐
Examination				Keynote presentation or minutes (un-graded) and term paper or written exam (graded)
Scope and duration of examination				25,000 characters, 135 min.
Responsible for module				Academic program management
Prerequisites				-
Use of module				Semesters 2-3 | Cross-sectional area

Content:

Using paradigmatic examples, the module follows current debates, theories, and subject areas with an alternating focus on communication and media studies on the one hand and art and cultural studies on the other. In a problem-oriented perspective, social, cultural, media, and aesthetic phenomena and artifacts of the present are addressed in order to question the theories and methods of the disciplines not only with regard to their diagnostic value, but also to discuss their historicity. The module is a problem-oriented introduction to interdisciplinary thinking.

Qualification objectives:

After completing the module, students will be able to independently transfer the methodological and theoretical knowledge of cultural studies or media and communication studies to other areas. They will have learned to differentiate between the methods and theories of the disciplines covered and to analyze and evaluate them comparatively.

Literature:

Depends on topic

Courses in the module	h/week	ECTS
C 241493 | Selected Topics III	3	6

Semesters 2-3 | Open Content Elective Modules

Module 24353	Elinor Ostrom Project			
MA CPP	Semesters 2-3	2 h/week	18 ECTS	Contact time/self-study (in hrs): 18/432
Teaching form				Research colloquium, individual supervision
Event type				mandatory ☐ elective ☒
Duration				1-2 semesters
Rotation				annually ☐ per semester ☒
Examination				Scientific report on the research project in the form of a term paper or a scientific paper, presentation of the research project as part of the research colloquium
Scope and duration of examination				-
Responsible for module				Prof. Dr. Maren Lehmann
Prerequisites				Successful application for a research project of a ZU chair, research cluster, research network, or research center. The specific subject-related requirements are determined by the respective topics.
Use of module				Semester 2-3	Open Content Elective Module

Content:

The "Elinor Ostrom Project" module is aimed at Master's students with a strong interest in academic work and research-oriented professional fields. It offers students the opportunity to carry out a research-oriented project at a ZU chair, research cluster, research association, or research center under the supervision and academic guidance of a researcher. In connection with this research project, students will prepare a report in the form of a term paper or scientific paper. This paper is an independent scientific achievement in which students apply scientific methods and findings to a specific research topic. This work will be supervised by a ZU professor, with whom the task and the methods to be used will be coordinated.

Project progress, any problems encountered during processing, and proposed solutions are discussed in a research colloquium during the course. The content and methods required to complete the research project are taught as part of integrated individual supervision. By choosing a research project, students can choose either a disciplinary or an interdisciplinary scientific focus in their Master's degree program.

Qualification objectives:

Students learn to work in a team of researchers. They acquire the ability to formulate a research question and to work on and answer it using an appropriate theoretical and methodological toolkit. In addition, they learn to write their own academic texts.

Literature:
Research-project-related specialist literature and articles

Courses in the module	h/week	ECTS
C 243522 | Research Project	-	15
AND C 241523 | Research Colloquium	2	3
OR C 123241-44 | Advanced Methods Workshop	1.5	3

Master Phase

Module 55000 | Final Module				
MA CPP	Semester 4	0 h/week	24 ECTS	Contact time/self-study (in hrs): 0/600
Teaching form				Colloquium, individual supervision
Event type				mandatory ☒ elective ☐
Duration				1 semester
Rotation				annually ☐ per semester ☒
Examination				Master's thesis and defense
Scope and duration of examination				Approx. 150,000 characters, 45-60 min.
Responsible for module				Academic program management
Prerequisites				Completed mandatory modules
Use of module				Master Phase

Content:

The module serves as preparation for the Master's examination. Students are familiarized with the standards of academic work at Master's level and learn how to present and defend their Master's thesis.

Literature:

Current scientific discussion of subject-specific topics

Courses in the module	h/week	ECTS
Master's thesis	-	22
Disputation	-	2

ZU|Plus

<table>
<tr><td colspan="5" align="center">**Workshop 110012 | Creativity & Performativity**</td></tr>
<tr><td>BA
CCM</td><td>Semesters 1-8</td><td>2 h/week</td><td>1 ECTS</td><td>Contact time/self-study (in hrs): 18/7</td></tr>
<tr><td colspan="4">Teaching form</td><td>Seminar, exercise</td></tr>
<tr><td colspan="4">Event type</td><td>mandatory ☐   elective ☒</td></tr>
<tr><td colspan="4">Duration</td><td>1 semester</td></tr>
<tr><td colspan="4">Rotation</td><td>annually ☐   per semester ☒</td></tr>
<tr><td colspan="4">Examination</td><td>No examination</td></tr>
<tr><td colspan="4">Scope and duration of examination</td><td>80% attendance</td></tr>
<tr><td colspan="4">Responsible for module</td><td>Prof. Dr. Karen van den Berg</td></tr>
<tr><td colspan="4">Prerequisites</td><td>-</td></tr>
<tr><td colspan="4">Use of module</td><td>ZU|Plus</td></tr>
</table>

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	h/week	ECTS
Course 110012	Workshop Creativity & Performativity	2	2

Workshop 110011 | Fundamentals of Entrepreneurship

BA CCM	Semester 1-8	2 h/week	1 ECTS	Contact Time/Self Study (in hrs): 18/7
Teaching Methods				seminar, exercise
Event Type				mandatory ☐ elective ☒
Period				1 semester
Rotation				yearly ☐ per semester ☒
Examinations				no examination
Scope and Length of Examinations				70% attendance
Module Responsibility with				PioneerPort
Prerequisites				-
Use of Module				ZU|Plus

Content:

The founding idea, especially in the area of *social entrepreneurship,* plays a central role at ZU and respective (student) projects are supported sustainably.

The workshop on the fundamentals of entrepreneurship thus aims to make all students of our university familiar with the backgrounds, questions, risks, and potentials of founding. It provides an overview of the planning necessary for new business ideas, the many individual steps on the way to one´s own founding, as well as the underlying theoretical knowledge. The students are encouraged to identify new corporate ideas, and to conceptualize, plan, finance, and successfully market them. The structure of the workshop follows the chronology of the founding process.

Qualification objectives:

Consequently, the students learn the skills necessary to discover market-efficient innovation potentials, to implement their own ideas, and to evaluate the founding initiatives of others.

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