

Communications and Media Study Abroad Course List

Tuition fee/credit: 105 USD

For course syllabi, please contact the Study Abroad Office!

Code	Course title	Semester	Credits (ECTS)
KOMTS0006	Copywriting I.	Spring	6
KOMTS0002	Media Analysis 2. – Introduction to Videogame Studies	Spring	8
KOMTS0004	Radio: Core Skills I.	Spring	6
KOMTS0014	Theories of Culture and Society II.	Spring	8
KOMTS0022	The Social History of Communication	Spring	8

Detailed information about the courses:

**Copywriting I.**

Language of instruction:	English
Form of teaching:	seminar
Class hours per week:	2
Credits (ECTS):	6
Course description:	This course provides an introduction to the basics of copywriting. Students get the chance to learn about the various disciplines of copywriting and its role in the advertising industry, be it print, TV, radio, or online ads. In addition, it helps students hone their creative writing skills thanks to a wide range of writing exercises.
Assessment methods:	Active participation, presentation, final essay
Teaching period:	Spring Semester

Media Analysis 2. – Introduction to Videogame Studies

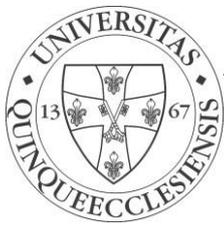
Language of instruction:	English
Form of teaching:	seminar
Class hours per week:	2
Credits (ECTS):	8
Course description:	This module is an introduction to the interdisciplinary study of videogames as interactive media texts and examines their social, cultural and educational functions, effects and uses. The course is open to students from all disciplines and levels of experience.
Assessment methods:	Active participation, presentation, readings
Teaching period:	Spring Semester

Radio: Core Skills I.

Language of instruction:	English
Form of teaching:	seminar
Class hours per week:	2
Credits (ECTS):	6
Course description:	This module is an introduction to radio broadcasting. From the history of radio and the theories and practices of radio broadcasting to the recording, producing and editing of a radio show.
Assessment methods:	Assignment, interview, short radio program
Teaching period:	Spring Semester

**Theories of Culture and Society II.**

Language of instruction:	English
Form of teaching:	seminar
Class hours per week:	2
Credits (ECTS):	8
Course description:	<p>The aim of this course is to acquaint the students with the logic of socialscience inquiry, the main concepts in the study of society and culture, and how different schools of thought yield insights into the phenomenon of socialcommunication. Building on the classic theories of society and culture, andmore recent critical approaches it gives an account on how contemporary sociallife is being interpreted by social scientists through examples from differentthematic areas of late-modern societies.</p> <p>Obligatory reading:</p> <p>Appadurai, Arjun (1996) <i>Modernity At Large: Cultural Dimensions of Globalization</i>. Minneapolis, University of Minnesota Press</p> <p>Bourdieu, Pierre (1986) <i>Distinction. A social critique of the judgement of taste</i>. London–New York, Routledge.</p> <p>Giddens, Anthony (2006) <i>Sociology (Fifth edition)</i>. Cambridge, Polity Press.</p>
Assessment methods:	Active participation, written exam, final essay
Teaching period:	Spring Semester

**The Social History of Communication**

Language of instruction:	English
Form of teaching:	lecture
Class hours per week:	2
Credits (ECTS):	8
Course description:	<p>This course deals with the emergence of communication technologies from printing to the age of internet. While examining the history of media, we focus mainly on the interactions of particular media distribution technologies, the social contexts and processes in which such technologies are embedded and born, the social change they may induce, and the transformation of media institutions through various historical periods. The course also tackles the evolution of media functions, from being an information source to entertainment and education.</p> <p>Obligatory reading:</p> <p>Briggs, Asa – Burke, Peter (2009). A Social History of the Media: From Gutenberg to the Internet. Cambridge, Polity Press.</p> <p>Fairburn, Mile (1999). Social History: Problems, Strategies and Methods. New York, Palgrave Macmillan.</p> <p>Recommended reading:</p> <p>Muehlbauer, Matthew S., – David J. Ulbrich, (eds.) (2018). The Routledge History of Global War and Society. London, Routledge.</p>
Assessment methods:	Active participation, written exam, final essay
Teaching period:	Spring Semester