

Module number 24 - 26 (BW) 33 (EB)	Module title Specialised Elective Module: Multimodal Communication	Code MMC
Module coordinator Rohleder	Tuition type Seminar-style tuition	Module duration 1 Semester
Lecturer Rohleder	Compulsory/Elective Elective	Module language English

Learning outcomes

The qualification goals mentioned below are subdivided into three dimensions. Each dimension corresponds to a target competence level. The following competence levels have been defined:

- Competence level 1 (awareness): cursory awareness of simple structures, only previously learned knowledge is tested
- Competence level 2 (comprehension): basic understanding of multiple structures up to deeper understanding of the relations between structures, learned knowledge is analysed, combined and applied
- Competence level 3 (deep understanding and application): deeper understanding of the relations between structures up to independent transfer and extension of knowledge to new structures, learned knowledge is critically questioned and/or evaluated, interrelations between structures and their consequences are reflected and explained

The competence level of the respective qualification goal is represented by the corresponding number (1, 2 or 3) in the competence descriptions below.

On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

Subject skills

Students acquire knowledge of how meaning is communicated via various modes (1). Students recognise the reasons for employing different modes and media and the purposes for which they are used (1).

Method skills

Students are able to use a multimodal approach to optimise communication in various settings (2) and to assess the effectiveness of the chosen modes (3). Students are able to use language appropriate to various modes and media (3).

Social skills

Students are able to adapt their language and use of media to communicate effectively and appropriately with others in a range of situations requiring the English language (3).

Personal skills

Students are able to appreciate the benefits of and are able to participate productively in active media use rather than passive media consumption (3).

Content

The focus is on communicating by means of linguistic (oral and written) and audio resources, with additional input on visual, gestural and spatial systems.

- Understanding the communication process
- Fundamentals of semiotics
- Introduction to uses and gratifications theory

<ul style="list-style-type: none"> • Applications of multimodality • Practical application of multimodal methods in various settings, e.g. presentation, pitches, political speeches, debate, meetings, journalism, literature, music • Hallmarks of language use in different media and settings • Development of relevant English language skills 		
<p>Literature</p> <p><u>Required reading</u></p> <p>Course documents</p> <p><u>Recommended reading</u></p> <p>Jewitt, C. (2009) The Routledge Handbook of Multimodal Analysis. London: Routledge.</p> <p>Kress, G. (2010) Multimodality: A Social Semiotic Approach to Contemporary Communication. New York: Routledge.</p>		
<p>Teaching and learning methods</p> <p>Due to Covid-19 situation, the course will be offered in a digital version. No classroom teaching is planned. The module leader will inform students about the planned course details within the first digital lecture.</p>		
<p>Type of examination/Requirements for the award of credit points</p>		<p>A multimodular project, completed individually or in pairs, comprising 4 assignments (oral and written) submitted throughout the course</p>
<p>ECTS-Credits</p> <p>5</p>	<p>Workload</p> <p>150 hours</p>	<p>Weighting of the grade in the overall grade</p> <p>5</p>