

Valid from 2026.HS

Module description: English for Communication and Media Studies 1		
Module Code	I.BA.KM.ENG1.26HS	
ECTS Credits	2	
Language of Instruction/Examination	English	
Module Category	Module Type compulsory module	Program Phase
Module Coordinator	Mary Staub	
Module Description	The following content will be worked on: Reading skills: • Reading strategies • Reading for main ideas and key supporting ideas versus details • Narrow versus broad reading • Analyzing arguments versus evidence • Reading for register, tone, and language in context Writing skills: • Coherence / cohesion • Textual organization • Precision, concision • Appropriate register • Summarizing Vocabulary and grammar: • Vocabulary building strategies; vocabulary in context • Grammar revision (B2 level and higher); grammar in context • Effective use of online tools for language acquisition Oral skills: • Discussion of media- and communications-related topics; application of precise grammar and vocabulary	

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1

Learning Objectives of the Module	Attitudes - Students recognize that reading English texts effectively requires more than knowing individual words — it demands attention to how ideas are organized and how precision in grammar, vocabulary, and cohesion shape meaning. They appreciate the difference between reading for ideas versus reading for information, and they recognize that tone and register also shape meaning. Students value the role of self-assessment and taking ownership of their own learning process, making effective use of available resources — including online tools — to consolidate and develop their language knowledge. Knowledge - Students gain knowledge of a range of reading strategies to identify key arguments. They understand the difference between summarizing a text and responding to it. They understand how clear idea organization, cohesive devices and precise, concise language work together to communicate meaning effectively in writing. They understand how register varies by context and purpose and how appropriate register shapes how a message is received. Students consolidate key grammar structures at B2 level and above and expand their knowledge of topic-specific vocabulary. They understand how to use online tools to support ongoing language development. Skills - Students can apply critical reading strategies to identify main ideas and arguments in authentic media- and communications-related texts. They can summarize and respond to ideas from various sources in organized, cohesive writing, using grammar and topic-specific vocabulary accurately and deploying vocabulary learning strategies to acquire new language. Through sustained engagement with media- and communications-related topics, students build and internalize this vocabulary, laying the groundwork for semester two.																	
Passing Conditions	Grade ≥ 4.0																	
Performance Assessment	<table><tr><th>End-of-module exam</th><th>Assessment</th><th>Length (min.)</th><th>Weighting</th><th>Social Form</th><th>Scenario/Format</th></tr><tr><td>Written exam (digital)</td><td>Grade</td><td>45</td><td>100%</td><td>Individual work</td><td>Closed book WITHOUT additional resources</td></tr></table>						End-of-module exam	Assessment	Length (min.)	Weighting	Social Form	Scenario/Format	Written exam (digital)	Grade	45	100%	Individual work	Closed book WITHOUT additional resources
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Classroom Attendance Requirement	None																	
Methods of Instruction	Some sessions throughout the module will be reserved for optional extra practice and consolidation of grammar, vocabulary and/or writing.			Social Settings Used:														
Type of Instruction		Classroom Instruction	Guided Self-Study		Autonomous Self-Study													
	Lecture	18 h	-															
	Total	18 h	0 h		42 h													