Why English as an elective?

- learn the lingua franca of the economic world
- refresh your grammar skills & train your communication skills
- be prepared for international internships and studying abroad
- choose from a variety of courses in linguistics, literature and culture
- learn how to do and teach business in English

What are good prerequisites?

- at least 11 points in English in the Abitur
- interest in a stay abroad
- interest in the English language, literature and culture
- interest in corporate communication, multilingualism and bilingual teaching

What will you study?

- English language competence with special focus on Business English
- in Linguistics, you will investigate the acquisition and cognitive processing of English and German by mono– and multilingual speakers
- in Literary Studies, you will focus on British and American literature and culture. You will learn about the relationship between literature, subjectivity and the sciences
Marketing communication and research heavily rely on language. In advertising, language can trigger emotions, explain product benefits and persuade consumers to buy a certain product.

- acquire basic knowledge in central areas of psycholinguistics and marketing communication
- learn how persuasive communication can affect consumer behavior
- solve case studies on designing brand names and non-profit campaigns
- conduct your own research project and present it at a poster conference

The ascent of neoliberalism has been intimately entwined with visual culture. Commodity fetishism, the neoliberal transformation of the city and digital capitalism are three powerful ways in which neoliberalism and visual culture intersect.

- analyze an array of visual media from film and TV series to advertisements and Instagram posts
- learn to understand the complex ideological work that visual culture can perform
- assess the potential of some visual strategies of resistance to the neoliberal order

With the exponential growth of globalization, it is of vital importance for young professionals to be able to adapt to, and to flourish into this very dynamic environment.

- explore the communication styles of various cultures
- gain insights and practical tips
- learn how to communicate effectively in multicultural settings
- improve your business-centric English skills