



## Study program

### Features:

Technical focus: digital production tools and communication channels  
Complementary subjects: culture/entertainment and business/politics  
Didactics: theories and trends of converging digital content production practical projects!

**Learning outcomes:** Mastery of the professional standards of digital journalism, cross-media development of print, audio/video, online/ social media content

**Career options:** Journalist, publicist, speaker, editor, PR officer, communication and media scientist, content curator, community/social media manager, head of communication, media consultant

## Key facts

### DEGREE

Master of Arts (M.A.)

### DURATION

Full-time: 4 semesters

Part-time: variable

### TYPE

On-campus study  
with online studies

### LOCATIONS

Berlin, Cologne, Frankfurt/Main

### LANGUAGE

German (Cologne) or

English (Berlin, Frankfurt/Main)

### THE MEDIA UNIVERSITY

– State-recognized university

– Institutional accreditation  
by the German Council  
of Science and Humanities

– Program accreditation  
by the FIBAA

### START

April (summer term)

October (winter term)

### ADMISSION REQUIREMENTS

– Good degree in one of the following subject areas (university or university of applied sciences): Journalism, languages, communication, media, economics, social sciences, cultural studies  
– Internal selection procedure at the university

### TUITION FEES

dual: € 0 monthly (the cooperating companies bear the monthly school fees of € 850 and also pay a maintenance contribution.)  
Admission fee of € 1.000,- (only prospective students from non-EU/ non-Schengen area)



A boost of expert skills for your creative career

## Locations

### CAMPUS BERLIN

Tel +49 (0) 30 – 46 77 693 – 30

studienberatung-berlin@media-university.de

### CAMPUS COLOGNE

Tel +49 (0) 221 – 222 139 – 33

studienberatung-koeln@media-university.de

### CAMPUS FRANKFURT

Tel +49 (0) 69 – 50 50 253 – 96

studienberatung-frankfurt@media-university.de





## Studies and job

The Master's degree (M.A.) can be completed in four semesters in a dual practice-integrated program. **“Dual-practice-integrated”** means that the students work in a cooperating company. In addition to the teaching of theoretical knowledge, practical company projects are integrated into the degree program. **Media University supports applicants** in finding a partner company on the basis of its own network.

## Key figures ↙

### WORKLOAD AND CP

WHT: Weekly hours per term

1 WHT: 1 lesson (à 45 min) per lecture week

1 CP: 30 hours workload

16 WEEKS lecture period per semester

50 WHT throughout the entire study

120 CP throughout the entire study

## Subject Specific Competences

### 5 Foundational Modules ↙

**MEDIA SYSTEM AND MEDIA ETHICS**  
→ 5 CP/3 WHT

**JOURNALISTIC RESEARCH**  
Research techniques  
→ 5 CP/4 WHT

**JOURNALISTIC WRITING**  
Writing styles, journalistic genres  
→ 5 CP/4 WHT

**JOURNALISM RESEARCH**  
→ 5 CP/4 WHT

**MEDIA THEORIES IN THE DIGITAL AGE**  
Crossmedia and intermedial publishing practice  
→ 5 CP/3 WHT

### 5 Advanced Modules: Media, Disciplines, Techniques ↙

**THEORIES AND CONCEPTS OF CULTURE**  
Culture, culture theory and concepts in journalism  
→ 5 CP/3 WHT

**PRODUCTION OF AUDIOVISUAL FORMATS**  
→ 5 CP/4 WHT

**CONVERGENCE OF JOURNALISTIC MEDIA**  
→ 5 CP/3 WHT

**POLITICS**  
Political theories, political dimensions of journalism  
→ 5 CP/3 WHT

**ECONOMY**  
Economics and economical dimensions of journalism  
→ 5 CP/3 WHT

### Dual Practice in Cooperation with the Company ↙

**COMPANY PROJECTS**  
Transfer projects in companies, mentored by academic lecturers  
→ 55 CP/14 WHT

### Closing Module (4th term): Final Examination ↙

**MASTER COLLOQUIUM AND THESIS**  
Colloquium devoted to master subjects, writing of the MA-Thesis  
→ 15 CP/2 WHT

