



Deutscher Akademischer Austauschdienst  
German Academic Exchange Service



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# Master's degree



## International Media Studies (MA)

Hochschule Bonn-Rhein-Sieg • Bonn

### Overview

Degree	Master of Arts
In cooperation with	DW Akademie and University of Bonn
Teaching language	<ul style="list-style-type: none"><li>English</li></ul>
Languages	Courses are delivered in English.
Full-time / part-time	<ul style="list-style-type: none"><li>full-time</li></ul>
Programme duration	4 semesters
Beginning	Winter semester
Application deadline	15 March each year
Tuition fees per semester in EUR	1,500 EUR
Additional information on tuition fees	6,000 EUR for the whole study programme
Combined Master's degree / PhD programme	No
Joint degree / double degree programme	No

#### Description/content

The Master's programme "International Media Studies" is especially designed for graduates from developing and transitional countries with previous media experience. The IMS programme is a joint project of the University of Bonn, Hochschule Bonn-Rhein-Sieg (H-BRS), and Deutsche Welle (DW) Akademie. DW Akademie offers the perfect learning environment for up to 30 students per year. The programme is conducted in Bonn, Germany. Students from developing countries and countries in transition can apply for a scholarship. Scholarship recipients are to write their Master's theses and complete the degree in their home countries. (The scholarship amounts to 850 EUR per month. Tuition fees amounting to 6,000 EUR will also be reimbursed.)

The interdisciplinary study programme is conducted in English, combining topics such as media and development, journalism, communication science, media economics and digitalisation. The full-time, four-semester Master's degree offers an unparalleled mix of research, lectures, and

practical experience and prepares students for careers in the communications and media industries. As media becomes increasingly set in a global context, it is important that media professionals understand the close connection between media, development, and digitalisation. Students conclude the course with a Master's thesis and receive the academic degree "Master of Arts" (MA).

The Master's degree programme is characterised by its interdisciplinary and international nature, whilst at the same time presenting a clear and defined structure. The course is a balanced combination of the above-mentioned development related topics. At the same time, it develops practical skills and abilities important in the world of media.

The programme starts in September with an introduction week, including excursions and workshops.

The first and second semesters give a structured introduction to the analytic relationship between media, politics, and society. The programme provides an explanation of media development, journalism, media economics, and media management, while considering various issues related to intercultural communication.

In the third semester, the syllabus covers topics such as empiricism, media planning, and market research. This is complemented by interdisciplinary subjects such as project management and leadership training.

During the fourth semester, students are required to write their Master's theses in their respective home countries, finishing with a colloquium.

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## Course Details

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### Course organisation

M = Module

#### First Semester

##### M 1 - Media and Development

Students learn about the content and methods of the Master's programme and acquire knowledge about the connection between media science, media systems, cooperative development and about the theoretical connection between the disciplines.

##### M 2 - Media, Education and Communication

Students conclude the module with a basic, scientific understanding of education, educational science, media didactics, and the applied educational research.

##### M 3 - Media, Politics and Society I

Students learn about the importance of the media in communicating political messages, as well as its specific institutional organisation for the functionality of democracy.

##### M 4 - Journalism

Students learn how to use the journalistic formats for news, interviews, features, commentaries, and moderation.

##### M 5 - Media Economics

Students gain a better understanding about the work flow within a media enterprise and how it functions economically.

#### Second Semester

##### M 6 - (Digital) Media Practice I

Students receive advanced, practical media training while gaining skills in video, audio, multimedia, and print.

##### M 7 - Media, Politics and Society II

Students learn about the interdependencies between media and media governance structures. They can evaluate concentration tendencies of media companies in different countries and its

influence in political systems.

#### M 8 - Media and Communication Science

Students learn how to think conceptually and theoretically, while becoming familiar with the basic, media-related theoretical approaches and models for understanding media communication.

#### M 9 - Media Management

This module introduces specific competencies in the areas of accounting, personnel management and marketing/public relations.

#### M 10 - Elective I/Media Practice II

Students can choose to advance their practical skills in media production or to expand their theoretical knowledge in applied media studies, including topics such as Environmental Communication or NGO Management.

#### Third Semester

#### M 11 - Elective II/Media Practice III

See M 10

#### M 12 - Management Techniques

Students learn how to perform the strategic and operative tasks that a manager deals with in the communications sector. They receive further theoretical, empirical, and practical knowledge that forms the basis for editorial management.

#### M 13 - Digital Project Work

Students are presented with a comprehensive task in at least one category of media. They develop this task professionally and complete it for publication.

#### M 14 - Empirical Methods II

Students acquire advanced knowledge of descriptive and inductive statistics. They will possess extensive knowledge of statistical analysis processes and deepen their comprehension of methods of empirical social research through practical application.

#### M 15 - Applied Research Projects

Students learn about the different phases and parts of a research process. They have the possibility to develop their research topic. During class discussions, the students sharpen their ideas and theoretical argumentations and find ideal methods according to their subject.

#### Fourth Semester

#### M 16 - Master's thesis and Colloquium

[» PDF Download](#)

#### International elements

- International guest lecturers
- Training in intercultural skills
- Courses are led with foreign partners
- Projects with partners in Germany and abroad
- International comparisons and thematic reference to the international context

#### Special promotion / funding of the programme

- DAAD development-related postgraduate course

#### Course-specific, integrated German language courses

No

#### Course-specific, integrated English language courses

No

## Costs / Funding

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Tuition fees per semester in EUR	1,500 EUR
Additional information on tuition fees	6,000 EUR for the whole study programme
Semester contribution	<a href="https://www.h-brs.de/en/fees">https://www.h-brs.de/en/fees</a>
Costs of living	Approx. 930 EUR/month
Funding opportunities within the university	Yes
Description of the above-mentioned funding opportunities within the university	Highly qualified candidates from selected developing and emerging countries can apply for a scholarship. The scholarship includes exemption from tuition fees as well as 934 EUR per month to cover the cost of living and accommodation. A committee will decide which applicants are to receive a scholarship after the application deadline has expired. For more information, please visit the course website: <a href="http://www.dw.com/en/tuition-fees-financing-and-scholarships/a-3766451">http://www.dw.com/en/tuition-fees-financing-and-scholarships/a-3766451</a> .

## Requirements / Registration

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Academic admission requirements	Applicants should have a Bachelor's degree or equivalent and more than one year of professional experience in a media-related field after obtaining their first degree. Applicants applying for a scholarship should have at least two years of professional experience after their first degree.
Language requirements	Applicants must provide proof of their C1 Level English language skills in accordance with the "Common European Framework". The accepted certificates are: <ul style="list-style-type: none"><li>• Cambridge English Qualifications: C1 Advanced</li><li>• IELTS: 7.0 or higher</li><li>• TOEFL iBT: 95 or higher</li><li>• PTE Academic: 76 or higher</li></ul>
Application deadline	15 March each year
Submit application to	<a href="http://www.dw.com/en/application-process/a-3766411">http://www.dw.com/en/application-process/a-3766411</a>

## Services

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Accommodation	Accommodation is available in student residence halls or on the private market. Rent for a room in a student residence varies from around 300 EUR to 500 EUR. The programme registrar's office offers assistance in finding suitable accommodation in student residences.
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Support for international  
students and doctoral  
candidates

- Buddy programme
- Visa matters

## Contact

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c/o Deutsche Welle Akademie  
International Media Studies

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🌐 Course website: <https://www.dw.com/en/masters-degree/s-12276>

📘 <https://www.facebook.com/hsbrs>

🐦 [https://twitter.com/h\\_bonnrheinsieg](https://twitter.com/h_bonnrheinsieg)

🌐 <https://de.linkedin.com/school/hochschule-bonn-rhein-sieg/>

📷 [https://www.instagram.com/hs\\_bonnrheinsieg/](https://www.instagram.com/hs_bonnrheinsieg/)

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# International Programmes in Germany - Database

[www.daad.de/international-programmes](http://www.daad.de/international-programmes)

[www.daad.de/sommerkurse](http://www.daad.de/sommerkurse)

## Editor

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German Academic Exchange Service

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[www.daad.de](http://www.daad.de)

## GATE-Germany

Consortium for International Higher Education Marketing

[www.gate-germany.de](http://www.gate-germany.de)

## Disclaimer

The data used for this database was collected and analysed in good faith and with due diligence. The DAAD and the Content5 AG accept no liability for the correctness of the data contained in the "International Programmes in Germany" and "Language and Short Courses in Germany".

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Federal Ministry  
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