



Table of Contents

Master's degree	2
International Media Studies (MA) • Hochschule Bonn-Rhein-Sieg • Bonn	2

Master's degree



International Media Studies (MA)

Hochschule Bonn-Rhein-Sieg • Bonn

Overview

Degree	Master of Arts
In cooperation with	Deutsche Welle Akademie University of Bonn
Teaching language	<ul style="list-style-type: none">English
Languages	Courses are held entirely in English.
Programme duration	4 semesters
Beginning	Winter semester
More information on beginning of studies	The course starts with an introductory week in September each year.
Application deadline	31 January each year
Tuition fees per semester in EUR	1,500
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 full scholarship. (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, finishing with a colloquium.

Course Details

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 - 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 - 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

International elements

- International guest lecturers
- Training in intercultural skills
- Study trips
- 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

The course of study can be taken entirely online

No

Digital learning and teaching

modules

- LEA (Lernen und Arbeiten Online, i.e., Studying and Working Online) is the central teaching and learning platform of the Hochschule Bonn-Rhein-Sieg (H-BRS) University of Applied Sciences.

Description of e-learning elements

LEA is based on the ILIAS open-source software. This learning management system is being used and developed further jointly by many universities in Germany and abroad.

Participation in the e-learning course elements is compulsory

Yes

Can ECTS points be acquired by taking the online programmes?

No

Can the e-learning elements be taken without signing up for the course of study?

No

Costs / Funding

Tuition fees per semester in EUR

1,500

Additional information on tuition fees

6,000 EUR for the whole study programme

Semester contribution

Approx. 285 EUR per semester

Costs of living

Approx. 850 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 850 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: <http://www.dw.com/en/tuition-fees-financing-and-scholarships/a-3766451>

Requirements / Registration

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 full 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 listed in this table of English Test Equivalents: <https://www.dw.com/downloads/51347402/english-test-equivalents-v7-master.pdf>

Application deadline 31 January each year

Submit application to <http://www.dw.com/en/application-process/a-3766411>

Services

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.

Specific specialist or non-specialist support for international students and doctoral candidates

- Buddy programme
- Visa matters

Contact

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

📘 <https://www.facebook.com/hsbrs>

🐦 https://twitter.com/h_bonnrheinsieg

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

📷 https://www.instagram.com/h_bonnrheinsieg/

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International Programmes in Germany - Database

www.daad.de/international-programmes
www.daad.de/sommerkurse

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GATE-Germany

Consortium for International Higher Education Marketing
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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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