



Deutscher Akademischer Austauschdienst
German Academic Exchange Service



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 and University of Bonn
Teaching language	<ul style="list-style-type: none">English
Languages	Courses are held entirely in English.
Full-time / part-time	<ul style="list-style-type: none">full-time
Programme duration	4 semesters
Beginning	Winter semester
Application deadline	28/29 February 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.

Current information

Physical attendance is required for this programme. However, depending on the Covid-19 situation, the programme may be conducted in a hybrid setting (classroom/online courses). The decision shall be adopted based on the regulations/restrictions issued by the German government and the Federal State of NRW.

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 - (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
- 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

No

German language courses

Course-specific, integrated English language courses No

Costs / Funding

Tuition fees per semester in EUR 1,500 EUR

Additional information on tuition fees 6,000 EUR for the whole study programme

Semester contribution <https://www.h-brs.de/en/fees>

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 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/englishtestequivalentsv7master.pdf>

Application deadline 28/29 February 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.

Support for international students and doctoral candidates

- Buddy programme
- Visa matters

Contact

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

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

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www.daad.de/international-programmes
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Disclaimer

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