How do I apply for a place on the programme?

You are eligible for this degree programme if you have a university degree in communication studies or a social science with a minimum final grade of 2.5 or an equivalent foreign grade.

If you do not meet this requirement, you may still be eligible for this programme if you have documents proving that you graduated among the best 50% of your cohort.

Furthermore, you should have gained 30 ECTS credits (or equivalent) in communication studies modules and another 30 ECTS credits in social-scientific research – by studying modules on quantitative/qualitative research methods or statistics and/or by employing quantitative and qualitative social research methods in an empirical research project or in your Bachelor's dissertation.

You also need to have English and German language skills at level B2 and C1 of the Common European Framework of Reference for Languages (CEFR) respectively.

Need to learn German first? We have what you need: www.uni-passau.de/en/learn-german

Visit www.uni-passau.de/en/apply for details on the application process and required documents.

Degree awarded	Master of Arts (M.A.)
Duration and credits	4 semesters; 120 ECTS credits
Starts in	October (winter semester)
Language of instruction	German

Further information and contact details

Programme profile on the web
www.uni-passau.de/en/ma-digital-communication

Academic Advice Service
Primary contact for prospective international students seeking advice on study options and entry requirements
Innstr. 41, 94032 Passau, Germany
Phone: +49 851 509 ext. 1154, 1153, 1152, 1151 or 1150
E-mail: advice@uni-passau.de
www.uni-passau.de/en/academic-advice

International Office
Assists international students with the immigration formalities and with getting settled in Passau
www.uni-passau.de/en/international

Student Registration Office
Contact for enquiries related to your application
www.uni-passau.de/en/student-registration-office

Language Centre
Offers a wide range of language courses
www.sprachenzentrum.uni-passau.de/en

Centre for Careers and Competencies
Helps students seeking internships or career entry positions and offers transferable skills courses
www.uni-passau.de/en/zkk

iStudi Coach for job market induction
Provides job market orientation and advice on internship and job search to international students
www.uni-passau.de/en/iStudi

German Courses Passau
German language courses for international students
www.uni-passau.de/en/learn-german

UNIVERSITY OF PASSAU

Master of Arts in
Communication in Digital Societies

About the programme

The M.A. Communication in Digital Societies programme allows you to engage in theoretical and application-oriented study simultaneously. Primarily intended for graduates from degree programmes with a focus on communication science, it is the right degree programme for you if you are interested in how the digital media are changing communication processes in the public realm and what consequences this might have for society at large. It takes social-scientific research with a special focus on computational methods and combines this with interdisciplinary aspects of digitalisation.

As you progress through the programme, you will acquire a wide range of skills that give you the best preparation for your future career, be it in academic research or working in the digital or communications business sectors. You will have the opportunity to complete an internship during your degree programme, which will give you initial work experience and enable you to apply the knowledge you have gained.

Features

- Focus on the relevant and topical field of digital communication
- Methodological focus on computerised research, data collection and analysis processes
- Strong research orientation through two-semester research projects on current topics in digital communication, which you will complete in a small group with close supervision
- Clearly structured programme which allows you to shape your individual profile by choosing a minor subject and a large interdisciplinary course offering
- Compulsory elective modules enable you to approach various aspects of the digital transformation from an interdisciplinary perspective, e.g. by specialising in cultural studies of a world region
- Opportunities for creative work in student societies related to the world of media, including PR, TV and film, radio, print and online journalism and photography

Career prospects

This degree programme prepares you for an academic career by qualifying you for doctoral study in the field of communication studies. Nevertheless, a career in the communications and media industry is also possible.

This future-oriented degree will, in particular, give you the necessary knowledge and skills for: public relations work at business enterprises, foundations, associations or political organisations; strategic communication using digital marketing technologies; journalism (such as data or science journalism); market research; content management; public affairs consultancy

Programme syllabus

The programme is divided into three module areas:

In Module area A you will acquire comprehensive knowledge of the theories and research fields of digital communication. To give you an insight into the topic, you will attend courses, e.g. on the consequences of digitalisation for society and others, which deal with the challenges and opportunities of media transformation. In this course, you will learn theoretical concepts of digital communication studies, enabling you to analyse, explain, classify and reflect on socially relevant areas, such as protest and environmental communication.

Furthermore, the advanced seminars of this module offer you the opportunity to take an application-oriented look at current topics in digital communication. Working in small groups, you will examine current research questions in empirical projects, for example on fake news in a propagandistic context or the changing role of journalism.

This sub-area comprises a workload of 40 ECTS credits.

Module area B provides you with research and professional skills in the field of digital communication. In academic research projects you will apply both traditional and computer-assisted methods of communication science.

On the one hand, you will deepen your knowledge of classic social science methods, for example by conducting project-oriented content analyses and surveys. On the other hand, you will learn how to use the programming languages Python and R for the automated collection and analysis of scientific data. With the help of computer-assisted methods, you will examine, for example, how politicians are connected and interact with their audience using social media.

In the context of an optional internship, this module also gives you the opportunity to develop practical professional perspectives. You can also integrate foreign language learning into this sub-area.

This sub-area comprises a workload of 35 ECTS credits.

In Module Area C: Social Sciences of the Digital Transformation, you will approach aspects of the digital transformation from an interdisciplinary perspective. You can choose from courses in political science, sociology or cultural studies.

In the political science seminars, you will analyse the different levels and dimensions of political communication, e.g. by taking a closer look at social actors such as NGOs or examining how social media are used in election campaigns.

In the cultural studies courses you can choose a specific cultural region from the Anglo-American, Francophone, Ibero-Romance, Southeast Asian, East Central European or the post-Soviet region. In these courses you will acquire intercultural knowledge by studying, for example, the French language and cultural practices of past and modern times.

The compulsory elective area comprises a workload of 15 ECTS credits.

You will write your Master's thesis on a communication-science topic and attend an accompanying Master's seminar (30 ECTS credits for both).

Throughout the programme you will accumulate a total of 120 ECTS credits.