

## Application requirements

For detailed information on the application process and documents visit [www.uni-passau.de/en/apply](http://www.uni-passau.de/en/apply)

You should have a first university degree in a subject related to communication and media studies or in one of the following subjects: media studies, media education, media computer science, information and communication technology, or a similar subject.

You need to have earned 30 ECTS credits each in at least two of the following subject areas, depending on your choice of module group:

a) For media pedagogy/media didactics: at least 30 ECTS credits in media pedagogy research, media pedagogy, media education, aesthetic education, media didactics, quantitative and qualitative empirical research methods, cultural studies or social science.

b) For communication studies: at least 30 ECTS credits from communication studies, of which at least 15 must stem from statistics, quantitative methods, empirical social research and/or media research with a strong quantitative methods of empirical social research component and at least 15 from theories and models of communication studies, German media studies and media ethics, communication research, communication and media policy, public communication, computer-mediated communication, audience reception research or media influence research.

c) For media studies: at least 30 ECTS credits in media studies, of which at least 15 ECTS credits must stem from the subject areas of (media) semiotics, (media) linguistics, media history or media analysis (of audio-visual formats).

d) For media and computer science/media informatics: at least 30 ECTS credits in (media) computer science or internet computing, of which up to 15 ECTS credits must stem from the subject areas of statistics, computer-mediated communication, human-computer interaction (HCI), information technology or empirical research.

Courses from module groups B (core modules), C (expansion modules) and D (practical modules) can only be chosen if the relevant pre-requisites under items a) to d) above are met.

You also need TestDaF TDN 4x4, DSH-2 or an equivalent German language certificate to apply for this programme.

## Further information and contact details

### Programme profile on the web

[www.uni-passau.de/en/ma-mediacomm](http://www.uni-passau.de/en/ma-mediacomm)

### 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](mailto:advice@uni-passau.de)

[www.uni-passau.de/en/academic-advice](http://www.uni-passau.de/en/academic-advice)

### Centre for Media and Communication

The cross-media higher education centre

[www.zmk.uni-passau.de](http://www.zmk.uni-passau.de)

### International Office

Assists international students with the immigration formalities and with getting settled in Passau

[www.uni-passau.de/en/international](http://www.uni-passau.de/en/international)

### Student Registration Office

Contact for enquiries related to your application

[www.uni-passau.de/en/student-registration-office](http://www.uni-passau.de/en/student-registration-office)

### Language Centre

Offers a wide range of language courses

[www.sprachenzentrum.uni-passau.de/en](http://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](http://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](http://www.uni-passau.de/en/iStudi)

### German Courses Passau

German language courses for international students

[www.uni-passau.de/en/learn-german](http://www.uni-passau.de/en/learn-german)

### MuK Aktiv e. V.

Student society for the degree programme

[www.muk-aktiv.de](http://www.muk-aktiv.de)



## Master of Arts in Media and Communication



## About the programme

The M.A. Media and Communication combines practical journalism and communication theory, giving you the ideal preparation for your future career, be it in academia or in journalism.

Building on your undergraduate degree, you will gain advanced knowledge and skills in selected areas of focus, as well as general interdisciplinary extension modules. You will gain a broad grounding in social science, as the course's core modules include Communication Studies, Media Studies, Media Informatics and Media Education. This Master's degree builds on the Bachelor of Arts in Media and Communication, which was voted one of the best Media Studies programmes in Germany in the 2011 CHE rankings.

This is an accredited programme of study which has received the Seal of Quality of the Foundation for the Accreditation of Study Programmes in Germany.

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



## Features

- Bavaria's first cross-media editorial room with a state-of-the-art newsroom
- The Centre for Media and Communication is the first of its kind among German universities
- Additional cross-media-related courses taught by expert professional instructors
- Close co-operation with visiting lecturers
- Plenty of opportunities to get involved in one of the campus media student groups (TV, radio, web and print)
- An annual Journalism Summer School for highly motivated students
- The Institute of Interdisciplinary Media Science (IFIM) provides the interdisciplinary backup for all areas of teaching and research
- Excellent internship opportunities owing to close relationships with regional, national and international media companies
- Recipient of the Seal of Quality of MedienCampus Bayern e.V.

## Career prospects

Hands-on training in our state-of-the-art cross-media editorial room and job-relevant seminars and research projects prepares you for the world of journalism and gives you access to a wide range of occupations.

Potential areas of employment are journalism; public relations and media consulting; social media management; marketing; adult education; customer relationship management; knowledge management; and information research. As a graduate you may also embark on an academic career.

Potential employers include media outlets, advertising and PR agencies, educational and public-sector institutions.

## Programme syllabus

You can consolidate the skills and knowledge gained in your previous undergraduate programme and combine this with Communication Studies theory and methodology.

Interdisciplinarity is an important element of this degree programme, and you will learn to combine this knowledge with Media Studies, Media Informatics and Media Education in incremental modules.

The thesis, which forms part of the degree programme, gives you the opportunity to independently carry out a research project and lend your profile a thematic focus.

