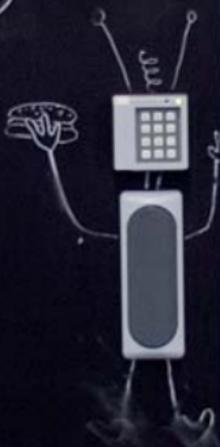


DEUTSCHE WELLE

Master's Program

International  
Media  
Studies



Fachhochschule  
Bonn-Rhein-Sieg  
University  
of Applied Sciences





### **Aims and objectives**

Students will gain a broad understanding of the role and potential of the media. Participants will develop the skills required to analyze and compare the efficacy and impacts of different media (broadcast/print/new media).

Our aim is to combine the acquisition and development of practical skills in journalism with theoretical grounding.

At the end of the Master's Program, the students will be able to examine communication and media situations, to identify relevant issues and to find appropriate solutions. The Master's Program is characterized by an interdisciplinary and international approach and a clearly-defined structure of studies.

### **Program structure**

The first and second semesters provide a structured introduction to the analytic relationship between media, politics and society.

The program gives an explanation of media development, journalism, media economics and media management while considering the various issues related to intercultural communication and presentation. The third semester includes work on a project in the field of media.

During the fourth semester, students are required to write their Master's Thesis on a subject of interest, with the stipulation that the topic should address an issue of broad relevance to media or communication.



The Master's Program runs over a 24-month period and includes 13 subjects. After completing the Master's Program, the graduates are awarded the title "Master of Arts".

### **Methodology and didactics**

The Master's Program is characterized by its modern combination of methods. It is designed in such a way that the theoretical knowledge is always applicable to pieces of work, radio reports and articles, and is applied to current topics and journalistic questions.

Students will be given a lot of room for their individual needs and interests. The average course size between 20 and 25 participants creates the ideal conditions for learning.

### **Study dates and registration**

The Master's Program will commence in September 2009. For this program, registration will start at the beginning of October 2008. The program will be available every year and a maximum of 25 selected students will be admitted each year. At present the accreditation of the Master's Program is still in progress.

### **Tuition fees**

The tuition fees cover lectures, library access, academic documents and the organization of administration affairs. The tuition fee for the complete two-year Master's Program is 6,000 Euros. The fee can either be paid by the applicants or by their respective organizations. Scholarships are available.



## **Admission requirements**

Applicants should have a bachelor's degree and more than one year of professional experience in a media-related field.

The Master's Program is bilingual. For this reason, the students should have good verbal and written communication skills in German and English. Applicants whose native language is not English should have taken the TOEFL or an equivalent.

Applicants whose native language is not German also have to submit a similar test (TestDaF, [www.testdaf.de](http://www.testdaf.de)) from an accredited institution.



### Program outline

IMS	Introduction International Media Studies	6 credits
MBK	Media Education and Communication	6 credits
MPG	Media, Politics and Society	6 credits
JOU	Journalism	6 credits
MWT	Media Economics	6 credits
MEP I	Media Practice I	4 credits
MEW	Media Development	6 credits
MKW	Media and Communication science	8 credits
MEM	Media Management	8 credits
MEP II	Media Practice II	4 credits
MTT	Strategic Management	8 credits
MEP III	Media Practice III	4 credits
STP	Project Work	18 credits
MTK	Master Thesis and Colloquium	30 credits
<b>Total</b>		<b>120 credits</b>



### **Overview of the cooperation partners**

**Deutsche Welle** is Germany's international broadcaster: online, on-screen and over the air. It provides a European perspective to audiences around the world and promotes intercultural dialogue. Deutsche Welle fulfills this mission with a journalistic portfolio that includes DW-RADIO and the multimedia Internet portal DW-WORLD.DE in 30 languages and with DW-TV in German, English, Arabic and Spanish. It also runs the DW-AKADEMIE, where radio professionals from developing and transition countries receive further training.



**The University of Bonn** was founded almost 200 years ago and is considered to be one of Germany's and indeed Europe's most important institutes of higher education. As home of learning to over 27,000 students, they have an outstanding reputation both at home and abroad. As the University of Bonn is one of the world's leading research-based universities, it is no surprise that they operate on an international level.

**The Bonn-Rhein-Sieg University of Applied Sciences** is a new university with almost 5,000 students and 15 degree courses on three campuses: Sankt Augustin, Rheinbach and Hennef. There are 120 enthusiastic professors involved in teaching and research with additional guest lecturers in economics and science.

### **Facts about the program**

The Master's Program wants to support the complex role of media in an ongoing world, because free and independent media is a significant factor for a functioning democracy, social justice and the protection of human rights. On a global scale, the impact of the role of the media has changed significantly. The program is intended for students from anywhere in the world who want to pursue a career in journalism. In addition, the Master's Program is a platform for intercultural dialogue.

## Application

The applicants are required to submit the following documents:

- Letter of motivation
- Curriculum vitae in table form
- Bachelor's degree from a recognized university or an equivalent
- Proof of English-language skills (TOEFL: score of 550 or higher, IELTS: Score of 6.0 or higher, BULATS: score of 70 or higher, LCCI: level of 3, etc.)
- Proof of German-language skills (TestDaF: level TDN 3 or DSH 1)
- Copy of the first two pages of passport

## For more information please contact

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Deutsche Welle

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International Media Studies

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[www.dw-world.de](http://www.dw-world.de)

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Die Landesregierung  
Nordrhein-Westfalen

