



M.A. Digital Journalism

For more information and how to apply, visit:
www.hmkw.de

- Private university
- State-approved
- Accredited by FIBAA and the German Council of Science and Humanities

Start	summer (April) and winter term (October)
Locations	Berlin, Cologne, Frankfurt/Main
Language	English or German
Type	Full-time or part-time
Tuition fees	Full-time: € 850,- monthly Part-time: Price on request Admission fee of € 1.000,- (only prospective students from non-EU/non-Schengen area)
Duration	Full-time: 4 semesters Part-time: 6 semesters

Applications accepted at any time

Overview

- **Features:** Technical focus: digital production tools and communication channels
Topical focus: culture/entertainment and business/politics
Didactics: theories and trends of converging digital content production – practical projects!
- **Language:** English (Berlin, Frankfurt/Main) or German (Cologne, Frankfurt/Main)
- **Learning outcomes:** Mastery of the professional standards of digital journalism, cross-media development of print, audio/video, online/social media content

Target Group

- **Applicants:** Graduates of an undergraduate social science or humanities programme (Bachelor's, Diplom, Magister) with one of the two main focuses:
 - Journalism, languages, communication, media
 - Economics, social sciences, or culture related studies
- **Career options:** Journalist, publicist, speaker, editor, PR officer, communication and media scientist, content curator, community/social media manager, head of communication, media consultant

Admission Requirements

- Very good degree in one of the areas mentioned (university or university of applied sciences)
- Successful interview and letter of motivation

General modules

Elective subjects:

- Electives on convergent technological trends, media law, media production, intercultural management skills, media psychology, business English, gamification and games for organizations etc.

Subject-specific modules

- Journalistic professionalisation in researching, producing, editing, editing, curating, presenting
- Cross-media journalism and journalism in convergent media

Specialization

- Theory and practice of journalism in the fields of Business/Politics and Culture/Entertainment



M.A. Digital Journalism

Subject-specific competencies

5 foundational modules

MM	Mass Media Presence and future of professional journalism
JW	Journalistic Writing Research techniques, writing styles, journalistic genres
DFS	Digital Formats and Storytelling Attention getting, storytelling, arc of tension etc.
CCR	Crossmedia, Curation, Editorial Management Interdepartmental workflow, quality control etc
CJM	Convergence of journalistic media Crossmedia and intermedial publishing practice

2 fields of specialization

B/P	Business/Politics Scientific and journalistic basics of economics and politics: theory and practice on current topics
C/E	Culture/Entertainment Scientific and journalistic basics of culture and entertainment: theory and practice on current topics

1 further module

MTh	Master Colloquium and Thesis Colloquium devoted to master subjects, writing of the MA-Thesis (4th term)
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Interdisciplinary competencies (3 of 8 elective modules)

Basics

BusE Business English

Commercial correspondence, presentation and moderation

LawM Law and the Media

Copyright, DRM, privacy and ethical-juristic issues

GO Gamification and Games for Organizations

Gamification techniques to facilitate learning, innovation and entrepreneurship

Technology

MAM Media Asset Management

Organisation of data/documents: formats, versioning, searching, distribution etc.

CTT Converging Technological Trends

Convergence of communication, computing, and broadcasting technologies

MPro Media Production

Introduction to the most important techniques of creative and professional media production

Human Factors

IntLT Intercultural Leadership Techniques

Managerial capabilities in a globalized world

MPsy Media Psychology

Psychological foundations of media consumption

Methodological basics

ESR Empirical Social Research

Quantitative and qualitative methods, conception and implementation of empirical social research



M.A. Digital Journalism

WHT = weekly hours per term
1 WHT = 1 lesson (à 45 min) per semester week

Key figures:

16 weeks lecture period per semester
65 WHT total
30 Credit Points (CP) per semester
120 CP total
30 Workload Hours (1 WL of 60 min) per CP

Module Chronology

			1. year			2. year					
			1. semester Winter 2020/21			2. semester Summer 2021			3. semester Winter 2021/22		
			WHT	CP	WL	WHT	CP	WL	WHT	CP	WL
Comprehensive modules											
1	BusE	Business English	One of these modules must be chosen in the 1., 2. and 3. semester, resp.								
2	LawM	Law and the Media									
3	MAM	Media Asset Management									
4	CTT	Converging Technological Trends									
5	MedP	Media Production									
6	IntLT	Intercultural Leadership Techniques									
7	MPsy	Media Psychology									
8	ESR	Empirical Social Research									
Subtotal I			4	6	180	4	6	180	4	6	180
Subject specific modules			WHT	CP	WL	WHT	CP	WL	WHT	CP	WL
Foundational modules											
1	MM	Mass Media	5	6	180						
2	JW	Journalistic Writing	5	6	180						
3	DFS	Digital Formats and Storytelling				5	6	180			
4	CCR	Crossmedia, Curating, Editing Management				4	6	180			
5	CJM	Convergence of journalistic media							5	6	180
Subtotal			10	12	360	9	12	360	5	6	180
1 major + 1 minor specialization											
6	Po	Politics	4	6	180						
7	CC	Cultural Theories and Concepts	4	6	180						
8	Ec	Economics				4	6	180			
9	CE	Culture and Entertainment				4	6	180			
10	Maj	Major: Project Po/Ec or CC/CE							7	10	300
11	Min	Minor: Project Po/Ec or CC/CE							4	8	240
Subtotal			8	12	360	8	12	360	11	18	540
1 further module											
12	MTh	Master Colloquium and Thesis							2	30	900
Subtotal II			18	24	720	17	24	720	16	24	720
Total I+II			22	30	900	21	30	900	20	30	900

*) Towards the end of the second term, at the latest, each group must have decided upon either **B/P** or **C/E** as the 'major' subject of semester 3.
This amounts to the following hours and credits in total:
-- 12 WHT / 20 CP for the minor subject



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-part-time-

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			WHT	CP	WL	WHT	CP	WL	WHT	CP	WL	WHT	CP	WL												
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7	CC	Cultural Theories and Concepts							4	6	180															
8	Ec	Econom B or C (depending on the group's choice)										4	6	180												
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Total I+II			14	18	540	13	18	540	12	18	540	13	18	540	12	24	720	1	24	720						

*) Towards the end of the second term, at the latest, each group must have decided upon either B/P or C/E as the 'major' subject of semester 3. This amounts to the following hours and credits in total:

– 12 WHT / 20 CP for the minor subject
– 15 WHT / 22 CP for the major subject