



# M.A. Digital Journalism

For more information and how to apply, visit:  
[www.hmkw.de](http://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: € 695,- monthly

Part-time: Price on request

Admission fee of € 980,- (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 etc.

## Subject-specific modules

- Journalistic professionalisation in researching, producing, 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



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## Subject-specific competencies

### 5 foundational modules

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

### 2 fields of specialization

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

### 1 further module

|            |   |
|------------|---|
| <b>MTh</b> | <b>Master Colloquium and Thesis</b><br>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

### 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



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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                    |    |     | 3. year                       |    |     | 4. year                    |    |     |
|---|--------|--|--|----|-----|----------------------------|----|-----|-------------------------------|----|-----|----------------------------|----|-----|
|   |        |  | 1. semester<br>Winter 2020/21  |    |     | 2. semester<br>Summer 2021 |    |     | 3. semester<br>Winter 2021/22 |    |     | 4. semester<br>Summer 2022 |    |     |
|   |        |  | WHT  | CP | WL  | WHT                        | CP | WL  | WHT                           | CP | WL  | WHT                        | CP | WL  |
| <b>Comprehensive modules</b>  |        |  | One of these modules must be chosen in the 1., 2. and 3. semester, resp. |    |     |                            |    |     |                               |    |     |                            |    |     |
| 1   | BusE   | Business English                         |  |    |     |                            |    |     |                               |    |     |                            |    |     |
| 2   | LawM   | Law and the Media                        |  |    |     |                            |    |     |                               |    |     |                            |    |     |
| 3   | MAM    | Media Asset Management                   |  |    |     |                            |    |     |                               |    |     |                            |    |     |
| 4   | CTT    | Converging Technological Trends          | 4  | 6  | 180 | 4                          | 6  | 180 | 4                             | 6  | 180 |                            |    |     |
| 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 |                            |    |     |
| <b>Subject specific modules</b>   |        |  | WHT  | CP | WL  | WHT                        | CP | WL  | WHT                           | CP | WL  | WHT                        | CP | WL  |
| <b>Foundational modules</b>   |        |  |  |    |     |                            |    |     |                               |    |     |                            |    |     |
| 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 |                            |    |     |
| <b>1 major + 1 minor specialization</b>   |        |  |  |    |     |                            |    |     |                               |    |     |                            |    |     |
| 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 |                            |    |     |
| <b>1 further module</b>   |        |  |  |    |     |                            |    |     |                               |    |     |                            |    |     |
| 12  | MTh    | Master Colloquium and Thesis             |  |    |     |                            |    |     |                               |    |     | 2                          | 30 | 900 |
| *) Towards the end of the second term, at the latest, each group must have decided upon either <u>B/P</u> or <u>C/E</u> as the 'major' subject of semester 3. This amounts to the following hours and credits in total:<br>-- 12 WHT / 20 CP for the <u>minor</u> subject |        |  |  |    |     |                            |    |     |                               |    |     |                            |    |     |
| Subtotal II   |        |  | 18   | 24 | 720 | 17                         | 24 | 720 | 16                            | 24 | 720 | 2                          | 30 | 900 |
| <b>Total I+II</b>   |        |  | 22   | 30 | 900 | 21                         | 30 | 900 | 20                            | 30 | 900 | 2                          | 30 | 900 |



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## -part-time-

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### Key figures:

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30 Credit Points (CP) per semester  
120 CP total  
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## Module Chronology

|   |   | 1. year  |           |            | 2. year     |           |            | 3. year        |           |            |             |           |            |                |           |            |             |           |            |  |
|---|---|--|-----------|------------|-------------|-----------|------------|----------------|-----------|------------|-------------|-----------|------------|----------------|-----------|------------|-------------|-----------|------------|--|
|   |   | 1. semester  |           |            | 2. semester |           |            | 3. semester    |           |            | 4. semester |           |            | 5. semester    |           |            | 6. semester |           |            |  |
|   |   | Winter 2020/21   |           |            | Summer 2021 |           |            | Winter 2021/22 |           |            | Summer 2022 |           |            | Winter 2022/23 |           |            | Summer 2023 |           |            |  |
|   |   | WHT  | CP        | WL         | WHT         | CP        | WL         | WHT            | CP        | WL         | WHT         | CP        | WL         | WHT            | CP        | WL         | WHT         | CP        | WL         |  |
| <b>Comprehensive modules</b>            |   | One of these modules must be chosen in the 1., 2. and 3. semester, resp. |           |            |             |           |            |                |           |            |             |           |            |                |           |            |             |           |            |  |
| 1                                       | <b>BusE</b> Business English                              |  |           |            |             |           |            |                |           |            |             |           |            |                |           |            |             |           |            |  |
| 2                                       | <b>LawM</b> Law and the Media                             |  |           |            |             |           |            |                |           |            |             |           |            |                |           |            |             |           |            |  |
| 3                                       | <b>MAM</b> Media Asset Management                         |  |           |            |             |           |            |                |           |            |             |           |            |                |           |            |             |           |            |  |
| 4                                       | <b>CTT</b> Converging Technological Trends                | 4  | 6         | 180        | 4           | 6         | 180        | 4              | 6         | 180        |             |           |            |                |           |            |             |           |            |  |
| 5                                       | <b>MedP</b> Media Production                              |  |           |            |             |           |            |                |           |            |             |           |            |                |           |            |             |           |            |  |
| 6                                       | <b>IntLT</b> Intercultural Leadership Techniques          |  |           |            |             |           |            |                |           |            |             |           |            |                |           |            |             |           |            |  |
| 7                                       | <b>MPsy</b> Media Psychology                              |  |           |            |             |           |            |                |           |            |             |           |            |                |           |            |             |           |            |  |
| 8                                       | <b>ESR</b> Empirical Social Research                      |  |           |            |             |           |            |                |           |            |             |           |            |                |           |            |             |           |            |  |
|   | <b>Subtotal I</b>   | <b>4</b>   | <b>6</b>  | <b>180</b> | <b>4</b>    | <b>6</b>  | <b>180</b> | <b>4</b>       | <b>6</b>  | <b>180</b> |             |           |            |                |           |            |             |           |            |  |
| <b>Subject specific modules</b>         |   | SWS  | CP        | WL         | SWS         | CP        | WL         | SWS            | CP        | WL         | SWS         | CP        | WL         |                |           |            |             |           |            |  |
| <b>Foundational modules</b>             |   |  |           |            |             |           |            |                |           |            |             |           |            |                |           |            |             |           |            |  |
| 1                                       | <b>MM</b> Mass Media                                      | 5  | 6         | 180        |             |           |            |                |           |            |             |           |            |                |           |            |             |           |            |  |
| 2                                       | <b>JW</b> Journalistic Writing                            | 5  | 6         | 180        |             |           |            |                |           |            |             |           |            |                |           |            |             |           |            |  |
| 3                                       | <b>DFS</b> Digital Formats and Storytelling               |  |           |            | 5           | 6         | 180        |                |           |            |             |           |            |                |           |            |             |           |            |  |
| 4                                       | <b>CCR</b> Crossmedia, Curating, Editing Management       |  |           |            | 4           | 6         | 180        |                |           |            |             |           |            |                |           |            |             |           |            |  |
| 5                                       | <b>CJM</b> Convergence of journalistic media              |  |           |            |             |           |            |                |           |            | 5           | 6         | 180        |                |           |            |             |           |            |  |
|   | <b>Subtotal</b>   | <b>10</b>  | <b>12</b> | <b>360</b> | <b>9</b>    | <b>12</b> | <b>360</b> |                |           |            | <b>5</b>    | <b>6</b>  | <b>180</b> |                |           |            |             |           |            |  |
| <b>1 major + 1 minor specialization</b> |   |  |           |            |             |           |            |                |           |            |             |           |            |                |           |            |             |           |            |  |
| 6                                       | <b>Po</b> Politics  |  |           |            |             |           |            | 4              | 6         | 180        |             |           |            |                |           |            |             |           |            |  |
| 7                                       | <b>CC</b> Cultural Theories and Concepts                  |  |           |            |             |           |            | 4              | 6         | 180        |             |           |            |                |           |            |             |           |            |  |
| 8                                       | <b>Ec</b> Econom B or C (depending on the group's choice) |  |           |            |             |           |            |                |           |            | 4           | 6         | 180        |                |           |            |             |           |            |  |
| 9                                       | <b>CE</b> Culture and Entertainment                       |  |           |            |             |           |            |                |           |            | 4           | 6         | 180        |                |           |            |             |           |            |  |
| 10                                      | <b>Maj</b> *) Major: Project Po/Ec or CC/CE               |  |           |            |             |           |            |                |           |            |             |           |            | 7              | 10        | 300        |             |           |            |  |
| 11                                      | <b>Min</b> Minor: Project Po/Ec or CC/CE                  |  |           |            |             |           |            |                |           |            |             |           |            | 4              | 8         | 240        |             |           |            |  |
|   | <b>Subtotal</b>   |  |           |            |             |           |            | <b>8</b>       | <b>12</b> | <b>360</b> | <b>8</b>    | <b>12</b> | <b>360</b> | <b>11</b>      | <b>18</b> | <b>540</b> |             |           |            |  |
| <b>1 further module</b>                 |   |  |           |            |             |           |            |                |           |            |             |           |            |                |           |            |             |           |            |  |
| 12                                      | <b>MTh</b> Master Colloquium and Thesis                   |  |           |            |             |           |            |                |           |            |             |           |            | 1              | 6         | 180        | 1           | 24        | 720        |  |
|   | <b>Subtotal II</b>  | <b>10</b>  | <b>12</b> | <b>360</b> | <b>9</b>    | <b>12</b> | <b>360</b> | <b>8</b>       | <b>12</b> | <b>360</b> | <b>13</b>   | <b>18</b> | <b>540</b> | <b>12</b>      | <b>24</b> | <b>720</b> | <b>1</b>    | <b>24</b> | <b>720</b> |  |
|   | <b>Total I+II</b>   | <b>14</b>  | <b>18</b> | <b>540</b> | <b>13</b>   | <b>18</b> | <b>540</b> | <b>12</b>      | <b>18</b> | <b>540</b> | <b>13</b>   | <b>18</b> | <b>540</b> | <b>12</b>      | <b>24</b> | <b>720</b> | <b>1</b>    | <b>24</b> | <b>720</b> |  |

\*) 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