



Hochschule für Medien
Kommunikation und Wirtschaft
University of Applied Sciences

H M K W



M.A. Convergent Journalism

(English or German)

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H M K W

M.A. Convergent Journalism

Majoring in: Sports/Health, Business/Politics or Culture/Entertainment

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: € 670,- monthly
Part-time: € 449,- monthly

Duration Full-time: 4 semesters
Part-time: 6 semesters (If you have 210 ECTS,
a reduction by one sem. may be granted)

Applications accepted at any time

Overview

- **Features:** Both broad and specialized: development of overall journalism skills plus the opportunity to specialise in selected areas
- **Language:** English (Berlin) or German (Cologne)
- **Learning outcomes:** A high level of proficiency in journalism methods for the convergent media: print, online, broadcast and mobile

Target Group

- **Applicants:** Graduates in the arts and humanities, esp. those who majored in one of the following subjects:
 - sport, medicine, psychology (Sports/Health)
 - business administration, social sciences (Business/Politics)
 - language, communication, journalism, media studies (Culture/Entertainment)
- **Career options:** Journalist, publicist, writer, communication/media expert, consultant etc.

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:

- Law and the Media, Media Asset Management, Intercultural Leadership Techniques, Media Psychology, Converging Technological Trends, Media Production, Business English

Subject-specific modules

- Journalistic methods: research, writing, editing, presentation
- Cross-media journalism and journalism in convergent media

Pathways

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



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Interdisciplinary competencies (3 of 7 elective modules)

Basics

BusE Business English

Commercial correspondence, presentation and moderation

LawM Law and the Media

Copyright, DRM, privacy and other 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



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Subject-specific competencies (7 modules)

5 foundational modules

MM	Mass Media Presence and future of professional journalism
JW	Journalistic Writing Research techniques, writing styles, journalistic genres
N&D	Narrativity & Dramaturgy Attention getting, storytelling, arc of tension etc.
EdM	Editorial Management Interdepartmental workflow, quality control etc
CJM	Convergence of journalistic media Crossmedia and intermedial publishing practice

1 of 3 pathways

S/H	Sports/Health Newsroom projects in specialist journalism: theories, techniques, strategies, and developments of sports & health related journalism
B/P	Business/Politics Newsroom projects in specialist journalism: theories, techniques, strategies, and developments of business & politics related journalism
C/E	Culture/Entertainment Newsroom projects in specialist journalism: theories, techniques, strategies, and developments of culture & entertainment related journalism

1 further module

MTh	Master Colloquium and Thesis Colloquium devoted to master subjects, writing of the MA-Thesis (4th term)
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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
73 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 1. semester			2. semester			2. year 1. semester			4. semester			Total			1.168 Std contact hours		
	WHT	CP	WL	WHT	CP	WL	WHT	CP	WL	WHT	CP	WL	73 WHT	120 CP	WL			
Comprehensive competences																		
Basics																		
1	BusE	Business English																
2	LawM	Law and the Media																
Technology																		
3	MAM	Media Asset Management																
4	CTT	Converging Technological Trends	5	6	180	5	6	180	5	6	180							
5	MedP	Media Production																
Human Factors																		
6	IntLT	Intercultural Leadership Techniques																
7	MPsy	Media Psychology																
			5	6	180	5	6	180	5	6	180		15 WHT	18 CP	540 WL	240 h		
Subject specific competences																		
5 foundational modules																		
1	MM	Mass Media	5	6	180													
2	JW	Journalistic Writing	5	6	180													
3	N&D	Narrativity & Dramaturgy				5	6	180										
4	EdM	Editorial Management				5	6	180										
5	CJM	Convergence of journalistic media							5	6	180							
			10	12	360	10	12	360	5	6	180		25 WHT	30 CP	900 WL	400 h		
1 major + 1 minor specialization																		
6	S/H	Sports/Health	7	9	270	7	9	270	7	10	300							
7	B/P	Business/Politics	3	4	120	3	4	120	4	6	180							
8	C/E	Culture/Entertainment																
			10	13	390	10	13	390	11	16	480		31 WHT	42 CP	1260 WL	496 h		
1 further module																		
9	MTh	Master Colloquium and Thesis										2	30	900				
												2	30	900				
			20	25	750	20	25	750	16	22	660	2	30	900	58 WHT	102 CP	3060 WL	928 h
Total			25	31	930	25	31	930	21	28	840	2	30	900	73 WHT	120 CP	3600 WL	1168 h