

**Note:**

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The legally binding versions are found in the University of Innsbruck Bulletins (in German).

**Original version** published in the University of Innsbruck Bulletin of 22 June 2010, Issue 37, No. 322

**Modification** published in the University of Innsbruck Bulletin of 13 April 2018, Issue 26, No. 294

**Complete version as of 1 October 2018**

Curriculum for the  
**Master's Programme Media**  
at the Faculty of Language, Literature and Culture of the University of Innsbruck

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## **§ 1 Allocation of the study programme**

According to §54 par. 1 of the Universities' Act 2002, the Master's Programme Media is allocated to the group of language, literature and culture studies.

## **§ 2 Qualification Profile**

Graduates of the Master's Programme Media have highly specialised knowledge and competences in the field of philological media studies. The focus is on two areas: on the one hand the media-linguistic examination of media products in the context of social communication processes, and on the other hand a competence in analysis, interpretation and mediation based on literary science with regard to the mediality of cultural production.

- (1) With regards to media-linguistics, the graduates have the competence to independently and critically deal with the social and cultural functions of media. In the application of media analytical methods and procedures, they have acquired the competence to examine and assess the design of media from a productive and receptive perspective. By linking theoretical reflection and empirical examination, they are able to understand and apply the different communicative power of media-based sign systems and to create innovative approaches of thinking.
- (2) The literary studies the focus is on the complex relationships between literature and the media. On the one hand, this area focuses on the mediality of literature, on the other hand the relationship between literature and other arts and popular cultures, and thus intermedial exchange processes. In media-historical as well as theoretical perspective, the cultural, technical and aesthetic characteristics of different media are examined and the students are enabled to interpret and reflect on the mediality and materiality of artistic and non-artistic, fictional and non-fictional artefacts and the related demarcations such as border crossings. This way they are able to gain new insights and to find and pursue innovative approaches to thinking and research.
- (3) In addition to subject-specific competences, the Master's Programme also imparts fundamental communicative skills (mediation competence, ability to work in a team, analytical thinking, creative problem solution, gender competence) and fundamental media-practical competences.
- (4) The Master's Programme Media prepares students for conceptual and editorial fields of activity in the media and the media environment. It provides the basics needed for activities in print media, radio, television, film or online media and can be used for the strategic direction and management of complex projects. Graduates are able to contribute to innovation in their field of work or learning by independently acquiring and critically reflecting on new information and insights. Important occupational fields can also be found in public relations, in cultural mediation, in publishing and education.
- (5) The Master's Programme Media is the basis for a Doctoral Programme.

## **§ 3 Scope and duration**

The Master's Programme Media covers 120 ECTS-Credits. This corresponds to a study duration of four semesters. One ECTS-Credit corresponds to a workload of 25 hours.

## **§ 4 Admission**

- (1) Admission to the Master's Programme Media requires the completion of a subject-specific Bachelor's Programme or a subject-specific Bachelor's Programme at a University of Applied Sciences or another comparable study programme at an approved post-secondary educational institution home or abroad.

- (2) In any case, the Bachelor's programmes at the Faculty of Language, Literature and Culture at the University of Innsbruck are considered a relevant study programme. The rectorate decides, according to the Universities' Act, on study programmes in question or on the equivalence of a study programme passed at a post-secondary educational institution home or abroad for the admission to the Master's programme.
- (3) In the event that equivalence has been established in principle but with certain qualifications missing for full equivalence, supplemental examinations may be required by the rectorate. These examinations must be passed during the respective master's programme.

## § 5 Types of courses and maximum number of participants

- (1) Courses without continuous performance assessment:

**Lectures** (VO) are courses held in lecture format. They introduce the research areas, methods and schools of thought for a given subject. No maximum number of participants.

- (2) Courses with continuous performance assessment:

1. **Seminars** (SE) provide in-depth treatment of scientific topics through students' presentations and discussion thereof. Maximum number of participants: 30
2. **Practical courses** (UE) focus on the practical treatment of concrete scientific tasks within an area. Maximum number of participants: 30
3. **Lectures with practical elements** (VU) focus on the practical treatment of concrete scientific tasks that are discussed during the lecture parts of the course. Maximum number of participants: 30

## § 6 Allocation of places in courses with a limited number of participants

In courses with a limited number of participants, course places are allocated as follows:

1. Students for whom the study duration would be extended due to the postponement are to be given priority.
2. If criterion no. 1 does not suffice for regulating the admission, then first, students of the Master's Programme in Media, for whom the course is part of a compulsory module are to be given priority and second, students for whom the course is part of an elective module.
3. If the criteria in no. 1 and 2 do not suffice for regulating the admission, then the available places are raffled.

## § 7 Compulsory and elective modules

- (1) The following **compulsory modules** corresponding to altogether **62.5 ECTS-Credits** must be passed:

1.	Compulsory Module: Media Linguistics	h	ECTS-Credits
a.	<b>VO Media Communication</b> Exemplary dealing with media-specific communication processes and their change.	2	5
b.	<b>VU Media-Linguistic Analysis</b> Examination of examples of current trends in linguistic and visual or multimodal communication design in selected media	2	5
	<b>Total</b>	<b>4</b>	<b>10</b>

	<p><b>Learning Outcomes:</b> Specialised knowledge in a central field of media communication, linking to the latest finding in media research and serving as basis for innovative thinking and research approaches. Competence to apply this knowledge for critically analysing media products in a reflected way.</p>
	<p><b>Prerequisites:</b> none</p>

2.	Compulsory Module: Media and Literature	h	ECTS-Credits
a.	<p><b>VO Literature and Media</b> Exemplary dealing with significant developments in German-language literature from a media-historical or media-theoretical perspective.</p>	2	5
b.	<p><b>VU Mediality of Literature</b> Examination of examples of a central topic at the interface of literature and media studies.</p>	2	5
	<b>Total</b>	<b>4</b>	<b>10</b>
	<p><b>Learning Outcomes:</b> Independent reflection and analysis of the role of various media for the production, distribution and reception of literature based on sound knowledge.</p>		
	<p><b>Prerequisites:</b> none</p>		

3.	Compulsory Module: Media Practice	h	ECTS-Credits
a.	<p><b>VU Media Studies and Media Practice</b> Introduction to the basics of media science analysis and exemplary examination of media communication forms and strategies</p>	2	5
b.	<p><b>UE Media Practice I</b> Introduction to the fundamentals of media-practical work in and for print or online media, TV, film or radio.</p>	2	5
c.	<p><b>UE Media Practice II</b> Introduction to the fundamentals of media-practical work in and for print or online media, TV, film or radio.</p>	2	5
	<b>Total</b>	<b>6</b>	<b>15</b>
	<p><b>Learning Outcomes:</b> Competence in media-specific design and analysis of communication products, communicative competences in the field of the key qualifications (ability to impart information, ability to work in a team, analytical thinking, creative problem solution, gender competence).</p>		
	<p><b>Prerequisites:</b> none</p>		

4.	Compulsory Module: Research Seminar I	h	ECTS-Credits
	<p><b>SE Research Seminar I</b> Exemplary examination of key issues, theories, methods and results of research in the field of 'media linguistics' or 'literature and media'.</p>		
	<b>Total</b>		

	<b>Learning Outcomes:</b> Competence to independently develop, analyse, present and further develop complex subject-related, methodical and theoretical relationships and issues.
	<b>Prerequisites:</b> none

5.	Compulsory Module: Research Seminar II	h	ECTS-Credits
	<b>SE Research Seminar II</b> Exemplary examination of key issues, theories, methods and results of research in the field of 'media linguistics' or 'literature and media' that are topically different from the one's dealt with in research seminar I.	2	10
	<b>Total</b>	<b>2</b>	<b>10</b>
	<b>Learning Outcomes:</b> Competence to independently develop, evaluate, present and further develop complex subject-related, methodical and theoretical relationships and issues.		
	<b>Prerequisites:</b> none		

6.	Compulsory Module: Research Colloquium for the Master's Thesis	h	ECTS-Credits
a.	<b>UE Research Design for the Master's Thesis</b> Topic finding and method discussion	1	2.5
b.	<b>UE Discussion of the Master's Thesis</b> Introduction and discussion of on-going Master's Thesis projects	1	2.5
	<b>Total</b>	<b>2</b>	<b>5</b>
	<b>Learning Outcomes:</b> Reflection and evaluation of theoretical and methodical approaches with regard to one's own Master's Thesis		
	<b>Prerequisites:</b> none		

7.	Compulsory Module: Master's Thesis Defense	h	ECTS-Credits
	Oral defense of the Master's Thesis before an examination board to finalise the studies		2.5
	<b>Total</b>		
	<b>Learning Outcomes:</b> Reflection of the Master's Thesis in the overall contexts of the Master's Programme; The focus in on theoretical understanding, methodological foundations, imparting the results of the Master's Thesis as well as presentation skills.		
	<b>Prerequisites:</b> positive evaluation of all required modules as well as the Master's Thesis.		

- (2) **Elective modules** corresponding to **30 ECTS-Credits** must be passed. In place of elective modules, complementary modules (30 ECTS-Credits) may be taken, providing the availability of places. Complementary modules are specified modules from other curricula corresponding to 30 ECTS-Credits. They are disclosed in the University of Innsbruck Bulletin.

1.	<b>Elective Module: Interdisciplinary Skills</b>	<b>h</b>	<b>ECTS-Credits</b>
	Providing the availability of places, courses corresponding to 10 ECTS-Credits may be taken from the curricula of other Master's and/or Diploma programmes at the University of Innsbruck. It is particularly recommended to take a course dealing with gender aspects including results of women's and gender research.	-	10
	<b>Total</b>	<b>2</b>	<b>5</b>
	<b>Learning Outcomes:</b> This module serves to expand the study programme as well as the acquisition of additional qualifications.		
	<b>Prerequisites:</b> The prerequisites specified in the respective curricula must be met.		

2.	<b>Elective Module: Internship</b>	<b>h</b>	<b>ECTS-Credits</b>
	To test and apply the acquired knowledge and competences or to orientate on the conditions of the professional practice and to acquire additional qualifications, students of the Master's Programme Media can pass an internship covering 15 ECTS-Credits (or 360 hours resp.) The practice can be also made during the lecture-free period. Before starting the internship, it must be approved by the Director of Studies. The internship must be passed in institutions according to §2 par. 4. The duration, scope and contents of the work done must be confirmed by the institution in writing and presented. A report on the internship must be written.		15
	<b>Total</b>		<b>15</b>
	<b>Learning Outcomes:</b> Students apply their acquired knowledge and skills in a professional environment according to §2 par. 4. Having completed this module, the students are familiar with the conditions of the professional and/or scientific practice.		
	<b>Prerequisites:</b> none		

### 3. **Individual Choice of Specialisation** (maximum of 20 ECTS-Credits):

For individual specialisation modules corresponding to a maximum of 20 ECTS-Credits can be freely chosen from the Master's Programmes offered at the University of Innsbruck. The prerequisites specified in the respective curricula must be met.

### § 8 **Master's Thesis**

- (1) In the Master's Programme Media a **Master's Thesis** amounting to **27.5 ECTS-Credits** must be written. The Master's Thesis is a scientific piece of work that proves the ability to work on a scientific topic independently and in a justifiable way in terms of content and methodology.
- (2) The topic of the Master's Thesis must be closely related to the media.

- (3) Students have the right to suggest the topic for their Master's Thesis or to select from a number of suggestions.

## **§ 9 Examination regulations**

- (1) Courses of modules are evaluated by course examinations. Course examinations are
  1. examinations that assess the knowledge and skills covered in the lectures in which course assessment is based on a single examination at the end of the course. The course instructor has to define and communicate the method of examination (written or oral) before the course begins.
  2. Courses with continuous assessment, for which course assessment is based on regular written and/or oral contributions by participants.
- (2) The course instructor has to inform the students on the objectives, contents and methods, as well as the contents, methods and evaluation criteria of the course examinations in a suitable manner before the start of the course.
- (3) The elective module 'Internship' is evaluated by the Director of Studies. Positive evaluation reads "participated with success" and negative evaluation "participated without success".
- (4) The compulsory module "Master's Thesis Defense" is evaluated by an oral examination before an examination board. The examination board consists of three persons.

## **§ 10 Academic degree**

The graduates of the Master's Programme Media are awarded the academic degree of "Master of Arts", abbreviated "MA".

## **§ 11 Coming into force**

- (1) This curriculum comes into force as of 1 October 2009.
- (2) The changes to the curriculum in the version of the University of Innsbruck Bulletin of 13 April 2018, Issue 26, No. 294 come into effect as of 1 October 2018 and are to be applied to all students.