

The English version of the curriculum for the „Master of Arts programme in Media” is not legally binding and is for informational purposes only. The legal basis is regulated in the curriculum published in the University of Innsbruck Bulletin on 22 June 2010, issue 37, No. 322.  
Decision of the Curriculum Committee of the Faculty of Humanities 2 on 21.04.2010, approved by Senate Decree on 27.05.2010:

On the basis of § 25 para. 1 No. 10 Universities Act 2002, BGBl. I (Federal Law Gazette) No. 120, most recently amended by Federal Law BGBl. I (Federal Law Gazette) No. 81/2009 and § 32 Section "Regulations of Study Law", republished in the University of Innsbruck Bulletin of 3 February 2006, Issue 16, No. 90, most recently amended by the University of Innsbruck Bulletin of 3 February 2010, Issue 12, No. 128, the following is decreed:

Curriculum for the  
**Master of Arts programme in Media**  
at the Faculty of Humanities 2 of the University of Innsbruck

**§ 1 Programme objective and qualification profile**

- (1) The Master of Arts programme in Media is included in the group of study programmes of Humanities and Cultural Sciences.
- (2) Educational objectives: The Master of Arts programme in Media gives students the opportunity to broaden and consolidate the skills and qualifications acquired during a relevant Bachelor's programme by targeted specialisation in the field of Media Studies. Its focus is on critical examination of communication processes in the media. The Master of Arts programme serves as preparation for working in media-related professions by providing fundamental skills in media practice.
- (3) The Master of Arts programme in Media is the basis for a further Doctorate or PhD programme.
- (4) Qualification profile: The Master of Arts programme in Media ties in with the knowledge and skills acquired by the students during their Bachelor's programme, broadening this qualification by in-depth examination of Media Studies issues.
  1. Subject-specific skills: By examination of fundamental issues, theories and findings of research in Media Studies, the students acquire the skill of dealing with the social and cultural functions of the media in an independent and critical way. By applying methods and procedures of Media Analysis they acquire the skill of analysing and assessing media design both from the production and the reception perspective. By linking theoretical reflection and empirical survey they acquire the skill of understanding and applying the different communicative performance of sign systems in the media.
  2. Key qualifications: Apart from subject-specific skills in terms of reflection on Media Theory and empirical Media Analysis, the Master of Arts programme provides fundamental communication skills (mediation skills, teamwork ability, analytical thinking, creative problem-solving, gender competence) and basic skills in media practice (resource handling, media-specific use of linguistic and visual forms of design, production processes in the media industry, work organisation in editorial offices).
  3. Fields of occupation: The Master of Arts programme in Media serves as a preparation for conceptual and editorial work in the media and their environment. It provides the basis required for working in print media, radio, TV, film or online media. Other important fields of occupation are Public Relations, cultural mediation, publishing industry and education. Simultaneously, the Master of Arts programme serves as a preparation for a scientific career in Media Studies and other disciplines of Humanities and Cultural Sciences.

## § 2 Admission

- (1) The admission requirement for the Master of Arts programme in Media is having completed a relevant Bachelor's programme at a university or university of applied sciences or an equivalent study programme at a recognised post-secondary educational institution in Austria or abroad.
- (2) Philological study programmes providing fundamental knowledge about the main issues, approaches and findings of Media Research equivalent to a minimum of five ECTS credits are considered relevant.
- (3) If the study programme completed is equivalent in principle and only certain addenda are needed for full equivalence, the Rectorate has the right to link the recognition of full equivalence to certain examinations to be taken during the Master of Arts programme.

## § 3 Duration of the programme

The Master of Arts programme in Media includes 120 ECTS credits (hereinafter abbreviated as ECTS-AP) and thus has a duration of four semesters.

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

- (1) **Lectures (VO)** deal with main and/or specific topics of Media Studies as well as relevant methods and doctrines. Maximum number of participants: 200
- (2) Courses assessed via continuous assessment:
  1. **Seminars (SE)** are courses for advanced scientific discussion. The participants are required to perform scientific work independently, particularly in form of a presentation and a written piece of work or equivalent performances. Maximum number of participants: 30
  2. **Tutorials (UE)** are used for science-based transfer of skills (e.g. language practice) and/or application of scientific knowledge and methods. Maximum number of participants: 25
  3. **Lectures with tutorials (VU)** are used for systematic acquisition, application and consolidation of scientific content. Maximum number of participants: 30
  4. **Conversation classes (KO)** are used for consolidation of doctrines, research approaches, theories or research subjects via reception and discourse. Maximum number of participants: 30
  5. **Project seminars (PO)** are courses for joint elaboration of a goal-oriented project. They are characterised by being mainly practice-oriented. The contributions of single students become part of the overall result, but assessment takes place individually by taking into account the individual student's part in the project. Maximum number of participants: 30

## § 5 Allocation procedure for courses with a limited number of participants

Admission to courses with a limited number of participants is allocated as follows:

1. Students who would suffer a prolongation of their studies if not admitted shall be admitted preferentially.
2. If criterion 1 is insufficient in order to regulate admission to a certain course, students of the Master of Arts programme in Media for whom the course in question is part of a compulsory module shall take precedence over students of other programmes for whom the course is part of an elective module.

## § 6 Stay abroad

A stay abroad, i.e. a study visit of at least four months duration is strongly recommended. The objectives of the stay abroad are gathering international experience as well as broadening linguistic and cultural competence by confrontation of the student's mother tongue with another linguistic environment.

## § 7 Compulsory and elective modules

(1) The following compulsory modules with a total of 62.5 ECTS-AP shall be taken:

1.	Compulsory module: Media Analysis	SST	ECTS-AP
a.	<b>VO Communication Processes in the Media</b> Exemplary examination of media-specific communication processes in the field of print, online or audiovisual media	2	5
b.	<b>VU Communications Design</b> Examination of current trends in Communications Design with examples from selected media; introduction to and testing of qualitative and quantitative methods of Media Analysis; critical analysis of media products and discussion of quality standards	2	5
	<b>Total</b>	<b>4</b>	<b>10</b>
	<b>Learning outcome of the module:</b> Sound, broad knowledge of a fundamental field of Media Communications and the skill for critical analysis of media products		
	<b>Registration requirements:</b> none		

2.	Compulsory module: Media Research	SST	ECTS-AP
	<b>SE Fields of Application of Media Research</b> Exemplary examination of important fields of (empirical) Media Research; overview of fundamental issues and findings; critical reflection on research strategies	2	10
	<b>Total</b>	<b>2</b>	<b>10</b>
	<b>Learning outcome of the module:</b> Sound, broad knowledge of a field of Media Research and the skill for critical examination of essential methods and strategies of research in Media Studies		
	<b>Registration requirements:</b> none		

3.	Compulsory module: Media Theory	SST	ECTS-AP
	<b>SE Models and Theories of Media Studies</b> Exemplary examination of fundamental models and theories of Media Studies; deep insight into the conditions and functionalities of the media	2	10
	<b>Total</b>	<b>2</b>	<b>10</b>
	<b>Learning outcome of the module:</b> Sound knowledge in the field of theory construction in Media Studies and the skill for critical examination of fundamental approaches and models		
	<b>Registration requirements:</b> none		

4.	Compulsory module: Print and Online Media	SST	ECTS-AP
a.	<b>UE Introduction to Print and Online Media</b> Introduction to the fundamentals of practical work in and for print or online media; key aspects: media-specific text production, text and image design,	2	5

	research and editorial work		
<b>b.</b>	<b>PO Project Print and Online Media</b> Planning and implementation of a practical media project (e.g. elaboration of a newspaper page or a website)	2	7.5
	<b>Total</b>	<b>4</b>	<b>12.5</b>
	<b>Learning outcome of the module:</b> Skills in media-specific design of communications products, experience in concept development and realisation of a practical media project, communication skills in the field of key qualifications (mediation skills, teamwork ability, analytical thinking, creative problem-solving, Gender competence)		
	<b>Registration requirements:</b> none		

<b>5.</b>	<b>Compulsory module: Television and Radio</b>	<b>SST</b>	<b>ECTS-AP</b>
<b>a.</b>	<b>UE Introduction to Television and Radio</b> Introduction to the fundamentals of practical work in and for television or radio; key aspects: media-specific text production; text and image design, sound bites, research and editorial work	2	5
<b>b.</b>	<b>PO Project Television and Radio</b> Planning and implementation of a practical media project (e.g. elaboration of a film or a radio programme)	2	7.5
	<b>Total</b>	<b>4</b>	<b>12.5</b>
	<b>Learning outcome of the module:</b> Skills in media-specific design of communications products, experience in concept development and realisation of a practical media project, communication skills in the field of key qualifications (mediation skills, teamwork ability, analytical thinking, creative problem-solving, Gender competence)		
	<b>Registration requirements:</b> none		

<b>6.</b>	<b>Compulsory module: Trends in Media Research</b>	<b>SST</b>	<b>ECTS-AP</b>
	<b>KO Research and Master Thesis</b> Discussion of selected theories and models of Media Studies; methodological discussion; discussion of detailed issues in fundamental fields of Media Research, especially taking into account the students' interest in research.	2	5
	<b>Total</b>	<b>2</b>	<b>5</b>
	<b>Learning outcome of the module:</b> Focus on the field of research chosen by the individual student for his/her Master Thesis; independent scientific work; preparation and supervision of the Master Thesis; discussion of ongoing research work as well as methods and theories of Media Research		
	<b>Registration requirements:</b> none		

7.	Compulsory module: Master Thesis Defense	SST	ECTS-AP
	Final oral defense of the Master Thesis in front of an examination board.	-	2.5
	<b>Total</b>	-	<b>2.5</b>
	<b>Learning outcome of the module:</b> Examination of the Master Thesis in the overall context of the Master of Arts programme in Media		
	<b>Registration requirements:</b> Positive evaluation of the modules required as well as of the Master Thesis		

(2) Modules with a total of 30 ECTS-AP shall be taken from the following elective modules:

1.	Elective module: Core Area: Applied Linguistics	SST	ECTS-AP
	<b>VO Applied Linguistics</b> The lecture deals with the main issues, approaches and methods in the field of Applied Linguistics and provides an overview of a selected topic such as Media Communications, Language in Politics and Society, Language Acquisition and Multilingualism, Knowledge Transfer and Technical Communication.	2	5
	<b>Total</b>	<b>2</b>	<b>5</b>
	<b>Learning outcome of the module:</b> Sound and broad knowledge of a main field of Applied Linguistics; critical examination of special problems in this field.		
	<b>Registration requirements:</b> none		

2.	Elective module: Core Theme: Applied Linguistics/Media Linguistics	SST	ECTS-AP
<b>a.</b>	<b>SE Language, Media and Communication</b> The seminar deals with an example of relations between language, media and communication, e.g. the language of the media, issues of media design, reception and impact of the media, changing forms of communication, language criticism and public use of language.	2	10
<b>b.</b>	<b>VU Communication Analysis</b> The course deals with practical application of scientific knowledge and methodology. Fundamental principles and patterns of communication design are discussed by analytical examination of texts and images.	2	5
	<b>Total</b>	<b>4</b>	<b>15</b>
	<b>Learning outcome of the module:</b> Broadened skills for exemplary analysis and independent examination of theories and models; critical handling of methods of empirical Communication Analysis.		
	<b>Registration requirements:</b> none		

3.	Elective module: Argumentation	SST	ECTS-AP
a.	<b>VO Argumentation</b> Detailed overview of different fundamental concepts of Classic and Modern Argumentation Theory as well as critical examination of some important schools and traditions of Argumentation Research	2	2.5
b.	<b>SE Argumentation</b> Application of special concepts from classic and modern argumentation theories to critical analysis of relevant material elaborated independently by the students	1	5
	<b>Total</b>	<b>3</b>	<b>7.5</b>
<b>Learning outcome of the module:</b> The students have detailed knowledge of the discipline's theories and are able to compare them critically and apply them to analyse different phenomena in argumentative texts.			
<b>Registration requirements:</b> none			

4.	Elective module: Interactive Media	SST	ECTS-AP
a.	<b>VO Interactive Media</b> Development of and state of the art in interactive media	1	2.5
b.	<b>VU Interactive Media</b> In-depth study of selected key aspects in the field of interactive media	1	2.5
	<b>Total</b>	<b>2</b>	<b>5</b>
<b>Learning outcome of the module:</b> Understanding the effectiveness and dynamic development of interactive media			
<b>Registration requirements:</b> none			

5.	Elective module: Journalism	SST	ECTS-AP
a.	<b>VO Journalism</b> Development of and state of the art in journalism	1	2.5
b.	<b>VU Journalism</b> In-depth study of selected key aspects in the field of journalism	1	2.5
	<b>Total</b>	<b>2</b>	<b>5</b>
<b>Learning outcome of the module:</b> Understanding mechanisms and conditions of production in journalism			
<b>Registration requirements:</b> none			

6.	Elective module: Business Communication	SST	ECTS-AP
a.	<b>VO Business Communication</b> Current notions in the discipline of Business Communication	2	2.5

<b>b.</b>	<b>VU Business Communication</b> In-depth study of selected key aspects in the field of Business Communication	1	5
	<b>Total</b>	<b>3</b>	<b>7.5</b>
	<b>Learning outcome of the module:</b> Understanding the problems and effective forces in Business Communication		
	<b>Registration requirements:</b> none		

<b>7.</b>	<b>Elective module: Website Translation</b>	<b>SST</b>	<b>ECTS-AP</b>
<b>a.</b>	<b>VU Text Production and Web Technologies</b> Introduction to hypertext, mark-up languages (XML, its derivations and possible uses), recent web development and media-adequate text production	2	2.5
<b>b.</b>	<b>AG Website Translation: Project Work</b> Exemplary implementation of a localisation project (multilingual website)	2	2.5
<b>c.</b>	<b>PS Cultural Specificities and Cultural Adaptation of Websites</b> Cultural models, cultural specificities of web content, text types and how to take them into account in terms of skopos during the translation process	2	5
	<b>Total</b>	<b>6</b>	<b>10</b>
	<b>Learning outcome of the module:</b> Fundamental techniques of web content translation, skills for analytical examination of WWW, hypertext and related technical, linguistic and cultural requisites		
	<b>Registration requirements:</b> none		

<b>8.</b>	<b>Elective module: Media and Culture</b>	<b>SST</b>	<b>ECTS-AP</b>
	<b>SE Media and Culture</b> In-depth examination of selected issues in Media and Cultural Studies, especially in the field of Film and Television Research as well as Cultural Studies	2	10
	<b>Total</b>	<b>2</b>	<b>10</b>
	<b>Learning outcome of the module:</b> In-depth knowledge and skills in the field of Media and Culture Research and Analysis		
	<b>Registration requirements:</b> none		

<b>9.</b>	<b>Elective module: American Film, Media and Culture</b>	<b>SST</b>	<b>ECTS-AP</b>
	<b>SE American Film, Media and Culture</b> The seminar deals in depth with a fundamental topic in the field of North American Film, Media and Cultural Studies, providing an exemplary or focused (historical, present-related, comparative, interdisciplinary, thematic) examination of a selected corpus of films and texts as well as the theories and research methods the topic is based on. In the context of American Studies, the students are instructed to perform independent scientific work.	2	10

	<b>Total</b>	<b>2</b>	<b>10</b>
	<b>Learning outcome of the module:</b> Consolidation of knowledge about concepts and theories of Film, Media and Cultural Studies; (inter)cultural competence in American Film and Cultural Studies.		
	<b>Registration requirements:</b> none		

10.	<b>Elective module: Film, Art and Society</b>	<b>SST</b>	<b>ECTS-AP</b>
	<b>VU Film as an Artistic and Social Medium</b> The course is dedicated to concepts and methods of analysis of Film and Media Theory and their application, development trends of Film Aesthetics or the area of conflict between individual artistic expression and socio-, culture- and gender-political aspects of cinema.	2	5
	<b>Total</b>	<b>2</b>	<b>5</b>
	<b>Learning outcome of the module:</b> Proficiency in film- and media-specific methods of analysis, knowledge in the field of Film and Media Theory as well as History of Russian and Soviet Film, taking into account Alterity and Gender.		
	<b>Registration requirements:</b> none		

11.	<b>Elective module: Core Area: Conveyance of Literature</b>	<b>SST</b>	<b>ECTS-AP</b>
	<b>VO Conveyance of Literature</b> The subject is theory and practice of work in German Philology: Critics write or speak about literature in the media; conveyors of literature in the strict sense work for publishing houses as editors or PR experts. Understanding literature as a medium means to take into account its value and its function in an increasingly differentiated media landscape.	2	5
	<b>Total</b>	<b>2</b>	<b>5</b>
	<b>Learning outcome of the module:</b> The students are enabled to deal with issues of literature business independently.		
	<b>Registration requirements:</b> none		

12.	<b>Elective module: Core Theme: Literary Criticism and Conveyance and Media</b>	<b>SST</b>	<b>ECTS-AP</b>
<b>a.</b>	<b>SE Conveyance of Literature and Media</b> Examination of methodological and theoretical aspects of Conveyance of Literature, taking into account different forms and media. The main focus is on Contemporary Regional and National Literature in the area of conflict of production and reception processes.	2	10
<b>b.</b>	<b>VU Conveyance of Literature in Practice</b> Exemplary analysis of forms and institutions of Conveyance of Literature in view of their actual functions, strategies and methods as well as practical implementation.	2	5
	<b>Total</b>	<b>4</b>	<b>15</b>



	<b>Learning outcome of the module:</b> Sound, broad knowledge of main issues of Conveyance of Literature and critical examination of its practice.
	<b>Registration requirements:</b> none

13.	<b>Elective module: Literary Business Administration</b>	SST	ECTS-AP
<b>a.</b>	<b>UE Cultural Business Administration</b> Exemplary insight into economic issues within literary and cultural enterprises (e.g. public cultural enterprises, public entities and foundations under public law; non-profit cultural enterprises under private law; commercial or private cultural enterprises).	2	5
<b>b.</b>	<b>UE Cultural Law</b> Exemplary insight into legal issues related to the field of Comparative Literary Studies (such as issues of culture administration, personal rights, copyright, internet law, public subsidies, culture sponsoring, donations, foundation law, protection of cultural heritage, collecting societies, freedom of religion and ideology, censorship).	2	5
<b>c.</b>	<b>UE Conveyance of Literature</b> Insight into issues of literary criticism and conveyance of literature (print media, TV and new media); cultural journalism; insight into economic, legal and cultural issues in general in case of publishing activity (literary management), especially when editing books (publisher's management, programme planning, editorial work, production, public relations, distribution, electronic publishing).	2	5
	<b>Total</b>	<b>6</b>	<b>15</b>
	<b>Learning outcome of the module:</b> The students acquire skills required in order to evaluate events and relations between production (authors), reception (readers), conveyance (e.g. literary critics) and processing (embedding of phenomena of literary business in an overall cultural context) and transfer the knowledge acquired. They are especially enabled to understand and solve economic and legal problems in a literary context as well as fundamental issues of conveyance of literature.		
	<b>Registration requirements:</b> none		

14.	<b>Elective module: Intermediality and Interculturality (Basics)</b>	SST	ECTS-AP
<b>a.</b>	<b>VU Intermediality</b> Introduction to the field "Literature and other Arts/Intermediality" (Literature and Music / Painting / Architecture / Photography / Film / Dance / Video / Installations / New Media); discussion of case studies; overview of the manifold relations between literature and other forms of art and media; explanation of terms ("Interartes", "Intermediality", "Literature and other Arts", "Intertextuality").	2	5
<b>b.</b>	<b>VU Literary Studies as Cultural Studies</b> Fundamental knowledge of the relationship between literature and other forms of cultural articulation (Philosophy, Religion, Economy, Law, Politics, Society, Ecology); insight into issues, topics and methodological concepts of	2	5

	Cultural Studies; analysis of concepts of culture; examination of hybrid forms of culture; discussion on Gender Studies; insight into cultural theories and theories of cultural contact as well as phenomena and problems of delimitation (such as high vs. low culture; majority vs. minority cultures).		
	<b>Total</b>	<b>4</b>	<b>10</b>
	<b>Learning outcome of the module:</b> The students develop fundamentals in the field of intermediality and interculturality research and acquire knowledge in the fields of Literature and Music / Painting / Architecture / Photography / Film / Dance / Video / Installations / New Media as well as Literature and Philosophy / Religion / Economy / Law / Politics / Society / Ecology.		
	<b>Registration requirements:</b> none		

15.	Elective module: Intermediality (In-Depth Study)	SST	ECTS-AP
a.	<b>UE Literature and Intermediality I</b> Discussion on Intermediality Theories; fundamentals of Aesthetics; exemplary examination of at least one of the fields of intermediality research: Literature and Music / Painting / Architecture / Photography / Film / Dance / Video / Installations / New Media.	2	5
b.	<b>UE Literature and Intermediality II</b> Exemplary examination of at least one of the fields of intermediality research: Literature and Music / Painting / Architecture / Photography / Film / Dance / Video / Installations / New Media; the tutorial is related to practice, e.g. in the fields of publishing, bookselling and editorial work; theatre, theatrical dramaturgy, textbooks, translation; independent cinema; expositions, curatorship, museum educational service as well as culture and project management; archives, libraries and work in documentation centres; journalistic activity (for daily news or scientific journals) in print media, radio, TV and online media.	2	5
	<b>Total</b>	<b>4</b>	<b>10</b>
	<b>Learning outcome of the module:</b> The students consolidate their theoretical knowledge in the field of intermediality research. On the one hand they broaden their theoretical knowledge by exemplary examination of the fields Literature and Music / Painting / Architecture / Photography / Film / Dance / Video / Installations / New Media while on the other hand they prove their knowledge and skills actively in a practical field of application (e.g. publishing, expositions, theatre, cinema, culture and project management, journalism).		
	<b>Registration requirements:</b> none		

16.	Elective module: Comparative Literature and Media Theories	SST	ECTS-AP
	<b>UE Literary, Media and Cultural Theories</b> In-depth study of different literary theories (Discourse Analysis, Post-Structuralism, Critical Theory, System Theory, Feminist Theory, Queer and Gender Studies); discussion on current research in Comparative Literary Studies and methodological problems; studying the possible 'application' of theories and methods to literary texts and other cultural products (in "other fine arts"); in-depth study of theories of Media Studies; the perspective of Cultural Studies on (literary) communication processes conveyed by the me-	2	5

	dia.		
	<b>Total</b>	<b>2</b>	<b>5</b>
	<b>Learning outcome of the module:</b> The students consolidate their knowledge in the field of text, literary and cultural theories and broaden their skills for fertilising these findings for concrete literary and (inter)cultural phenomena. Besides, the students acquire the skill to critically evaluate media phenomena and their problems.		
	<b>Registration requirements:</b> none		

<b>17.</b>	<b>Elective module: Language and Gender</b>	<b>SST</b>	<b>ECTS-AP</b>
	<b>PS Sexus and Genus</b> Linguistic fundamentals of old and new gender discourses; contrastive and translation-relevant analysis of grammatical and pragmatic aspects of (linguistic) marks of gender in the languages of the world both from diachronic and synchronic perspective.	2	5
	<b>Total</b>	<b>2</b>	<b>5</b>
	<b>Learning outcome of the module:</b> Understanding of interactions among language and perception as well as social and linguistic change; sensitisation for differences between scientific and ideological argumentation.		
	<b>Registration requirements:</b> none		

<b>18.</b>	<b>Elective module: Gender Studies (Advanced)</b>	<b>SST</b>	<b>ECTS-AP</b>
<b>a.</b>	<b>KO Gender and Culture</b> The capacity to reflect on gender and gender relations in language, its representations in the media and cultural texts is enhanced on the basis of exemplary topics and from a subject-specific point of view.	2	3.5
<b>b.</b>	<b>VO The Gender Aspect in Cultural Sciences</b> The lecture deals with a general topic of Cultural Sciences (e.g. childhood, beauty, sexuality, death, war, [transport] technology, dichotomy of body and soul) taking into account the gender aspect.	1	1.5
	<b>Total</b>	<b>3</b>	<b>5</b>
	<b>Learning outcome of the module:</b> Capacity to describe and reflect on 'gender', gender relations and gender differences in language, its representations in the media and cultural texts.		
	<b>Registration requirements:</b> none		

<b>19./20.</b>	<b>Elective module: Module from other Master Programmes</b>	<b>SST</b>	<b>ECTS-AP</b>
	A maximum of two modules with a total of 5 ECTS-AP each or one module with a total of 10 ECTS-AP may be taken from the Master of Arts programmes of the Faculty of Humanities 2 of the University of Innsbruck. Media-related modules are especially recommended.		
	<b>Total</b>		<b>5/5</b>

	<b>Learning outcome of the module:</b> According to the learning outcome defined for the module, an insight to another discipline is gathered.
	<b>Registration requirements:</b> The registration requirements established in the relevant curricula shall be complied with.

21.	Elective module: Internship	SST	ECTS-AP
	In order to test and apply the knowledge and skills acquired or as an orientation on the conditions of professional practice as well as in order to achieve additional qualifications, the students have the opportunity of taking an internship with a total of 360 hours and 15 ECTS-AP. The internship may also be taken during the vacation period. The internship shall be taken in institutions according to section 1 subsection (4) 3. A certificate of the institution stating duration, scope and content of the practical work performed shall be submitted; besides, a report shall be elaborated. Before starting the internship, permission of the Director of Studies shall be applied for.	-	15
	<b>Total</b>	-	<b>15</b>
	<b>Learning outcome of the module:</b> The students apply knowledge and skills acquired to a professional environment; after having completed the module, they have deeper insight into the conditions of professional and/or scientific practice.		
	<b>Registration requirements:</b> The internship may not be taken earlier than after having completed the second semester.		

## § 8 Master Thesis

- (1) In the framework of the Master of Arts programme in Media, a Master Thesis with a total of 27.5 ECTS-AP shall be elaborated. The Master 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 Thesis shall be closely related to the media.
- (3) The student has the right to propose a topic for his/her Master Thesis or choose a topic out of a number of proposals.

## § 9 Examination Regulations

- (1) All modules except the module Master Thesis Defense are completed by successful completion of the courses included.
- (2) Course examinations are:
  1. Examinations that prove the knowledge and skills provided by a certain lecture, with the assessment taking place in a single examination at the end of the lecture. If a reading list is specified for the lecture, it shall be part of the examination subjects. Before starting the course, the course lecturer shall specify and declare which type of examination (written and/or oral) will take place.
  2. Courses assessed via continuous assessment, which are assessed according to the participants' regular written and/or oral contributions. Before starting the course, the course lecturer shall specify and publish the assessment criteria.

- (3) The assessment of the final module Master Thesis Defense shall take place in form of an oral examination in front of an examination board of three examiners.
- (4) The assessment of Elective module 21 shall be assessed by the Director of Studies based on a report elaborated by the student and the certificate by the institution stating the duration, scope and activities. Positive assessment shall be “successfully completed”, the negative assessment shall be “unsuccessfully completed”.

#### **§ 10 Academic Degree**

The academic degree “Master of Arts”, abbreviated as “MA” shall be conferred upon graduates of the Master of Arts programme in Media.

#### **§ 11 Coming into force**

This curriculum comes into force on 1 October 2010.

For the Curriculum Committee:

Ass.-Prof. Dr. Werner Marxgut

For the Senate:

Univ.-Prof. Dr. Ivo Hajnal

Annex 1: Recommended course of studies

1<sup>st</sup> semester (27.5 ECTS-AP)

<b>Compulsory module 1: Media Analysis</b>	<b>10 ECTS-AP</b>
<b>Compulsory module 4: Print and Online Media</b>	<b>12.5 ECTS-AP</b>
<b>Elective module</b>	<b>5 ECTS-AP</b>

2<sup>nd</sup> semester (32.5 ECTS-AP)

<b>Compulsory module 2: Media Research</b>	<b>10 ECTS-AP</b>
<b>Compulsory module 5: Television and Radio</b>	<b>12.5 ECTS-AP</b>
<b>Elective module(s)</b>	<b>10 ECTS-AP</b>

3<sup>rd</sup> semester (30 ECTS-AP)

<b>Compulsory module 3: Media Theory</b>	<b>10 ECTS-AP</b>
<b>Compulsory module 6: Trends in Media Research</b>	<b>5 ECTS-AP</b>
<b>Elective module(s)</b>	<b>15 ECTS-AP</b>

4<sup>th</sup> semester (30 ECTS-AP)

<b>Master Thesis</b>	<b>27.5 ECTS-AP</b>
<b>Compulsory module 7: Master Thesis Defense</b>	<b>2.5 ECTS-AP</b>