

# **Welcome to the MA Digital Media and Society at the University of Bremen!**

Dear students,

On behalf of all the teaching staff, I would like to welcome you to the MA Digital Media and Society at the University of Bremen. We hope the MA will meet your expectations and wish you successful studies over the next four semesters. In this brochure, we have put together the information to help you get started with your studies and find the right contacts easily.

The fully accredited MA Digital Media and Society is a degree course in communication and media studies that also integrates skill sets from other scientific disciplines. Although primarily research-oriented, it as well includes many practical elements. In the modules of the core area, you will gain a sound education in communication and media studies relating to digital media and society: In addition to theoretical specializations, including a focus on digital life, you will acquire a knowledge of deep mediatization, digitalization, media ethics, and education. Additionally, you will receive methodological training that you will apply in a one-year research project seminar. Since questions of digitalization and datafication require further knowledge, we have included a supplementary area in the MA Digital Media and Society. In this area you can deepen your knowledge in the field of media informatics but also courses from other Master's programmes at the university. The greatest possible freedom of choice is afforded by the self-study module, which you are entirely free to dedicate to a project of

your interest. The practical area offers various opportunities, most of which are realized in cooperation with regional media companies and institutions. Of course, if you wish, you may also undertake an internship. And if you would like to spend a semester abroad in the third or fourth semester, you can make use of the many contacts maintained in the context of the programme. Further, you will be accompanied throughout your studies by mentors.

Teaching in the MA Digital Media and Society is firmly anchored in the research expertise of Communication and Media Studies at the University of Bremen. The Centre for Media, Communication and Information Research (ZeMKI) – the research institution to which the teaching staff of your course belong – has a sharp research profile in the field of media change. This can be seen not least in the diverse research projects on current and historical phenomena in which its members are involved. You are cordially invited to attend the ZeMKI Research Colloquium, where at regular intervals internal and international speakers present current research. (<https://www.uni-bremen.de/zemki/veranstaltungen/zemki-forschungskolloquium>)).

We hope you will find the MA Digital Media and Society both a challenging and stimulating Master's programme and wish you a good start at the University of Bremen!

*Teaching staff of the MA Digital Media and Society*

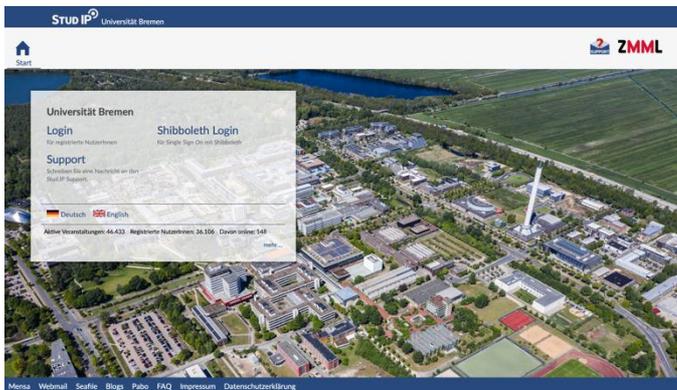
## Current information

If you are looking for up-to-date information about the MA Digital Media and Society—you can find it all on the Internet at the ZeMKI website (Centre for Media, Communication and Information Research).



The screenshot shows the ZeMKI website header with navigation links: Das ZeMKI, Labs, Forschung, Publikationen, Veranstaltungen, Lehre. Below the header, there is a 'Kontakt Sprecher' section with contact information for Prof. Dr. Andreas Hepp.

Accompanying documents for your courses can be found on the teaching portal Stud.IP at <https://elearning.uni-bremen.de/>



The screenshot shows the Stud.IP login page for the University of Bremen. It features a search bar, login options for Shibboleth and Stud.IP, and a footer with navigation links like 'Metz', 'Webmail', 'Seite', 'Blogs', 'FAQ', 'Impressum', and 'Datenschutzklärung'.

## Greetings from the students

Hello to all you freshers,

Why it was a good decision to come to or remain at the University of Bremen in order to do ‘something with media’ in the coming years is something you can probably already answer yourself. But why you are exactly at the right place here at ZeMKI and why the city of Bremen will give you a wonderful time as a student is something you’ll hear more about during O-week.

We, the students of the BA Communication and Media Studies and the MA Media Culture and Globalization are happy to welcome you here. We are looking forward to the many challenging and stimulating seminars and projects—not to mention the great parties—where we will meet and get to know each other.

You will soon appreciate that sticking together as students is not only worthwhile in order to be able to cope with the challenges of the subject matter, but also to make your studies together with fellow students an unforgettable time. It’s no coincidence that the Latin word *commilito*, from which the German word *Kommilitone* meaning ‘fellow student’ derives, means something like ‘comrade-in-arms.’ At a university many things work best in a team: tackling exams and university bureaucracy, ploughing through piles of books—not to forget those happy and long party nights!

No matter how you eventually organize your everyday university life, though, we all wish you an exciting start here in Bremen and above all lots of fun and success.

See you around!

*Your fellow BA and MA students*

# The concept behind MA Digital Media and Society

The cross-faculty English-language Master's programme 'MA Digital Media and Society' is a research-oriented Master's programme with a strong interdisciplinary orientation. Its main focus is on the empirical-analytical examination of a digital society shaped by media. This is based on an integrative concept that links Communication and Media Studies with Media Informatics, Media education, Film Studies and Media Ethics as taught in Study of Religions. Practical and cross-faculty courses integrate further thematic areas and topics of the digital society. The focus on current and future societal developments and challenges in connection with datafication is innovative and unique in its form throughout Germany. The aim of the MA

programme is to provide an education that is aimed at one of the most pressing issues of our time: communication in a datafied society. Hence, the MA Digital Media and Society focuses on the progressive penetration of all fields of life and society with software-based, digital media. This is accompanied by the increasing relevance of processes of datafication, i.e. the automated collection and evaluation of (large) amounts of user data.

In particular, the master's degree course Digital Media and Society teaches skill sets in the following four areas:

## 1. Communication and Media Studies

Students receive a sound theoretical and methodological education in the core areas of communication and media studies.



## 2. Media Informatics

Here, students gain insights into a technical science that mediates a broad understanding of digitalization and datafication.



## 3. Media Education and Media Ethics

These topics provide students with comprehensive insights into processes of digitalization and datafication *and* their social and societal ramifications.



## 4. Practical Skills

The programme encompasses practical research training, which focuses in particular on digital methods and their application.



# Module overview in 1st semester

The focus of the first semester is on deepening students' knowledge of digital media forms and media informatics. In addition, students can attend other elective courses and undertake an internship (elective).

## 1st semester

Module	Courses	SWS	A	CP
A.1. Digital Media (C)	<ul style="list-style-type: none"> <li>Approaches to digital media (S)</li> <li>Digital life (S)</li> </ul>	2 2	CB	12
B.1. Media Informatics (E)	<ul style="list-style-type: none"> <li>Course offerings of Media Informatics (S)</li> </ul>	2 2	CB	9
B.2. Further Optional Module (E)	<ul style="list-style-type: none"> <li>Course offerings of other master programs</li> </ul>	2 2	CB	9
C.2. Media Practice (E)	<ul style="list-style-type: none"> <li>Practical Seminar 1 (S)</li> </ul>	2	CB	3

S = Seminar; T = Tutorial; L = Lecture

C = Compulsory Module; E = Freely Elective; CE = Compulsory Elective

ME = Module Examination; CB = Combination examinations; SP = Successful Participation

SWS = *Semesterwochenstunden* (=weekly hours per semester); A = Assessment; CP = Credit Points

## Module A.1 'Digital Media'

The module consists of the seminars 'Approaches to digital media' and 'Digital life'. The seminar 'Approaches to digital media' puts a special emphasis on the datafication of society. In particular, theory and analysis deal with the question of how institutions or various political actors make use of data to position themselves in a datafied society. Besides approaches of communication and media studies, the seminar 'Digital Life' uses perspectives from related disciplines to illustrate the significance of digitalization and datafication based on selected case studies: What role do digital media play in the life course and life practice?

## Module B.1 'Media Informatics'

The module consists of course offerings from the area of Digital Media. Most courses carry 6 CP and offer an abridged version where students can earn 3 CP. Students are recommended to choose one course carrying 6 CP and an abridged 3 CP course. The concrete learning content of the courses depends on the choice. Students should consider the courses that involve programming only if they have some prior experience in programming or a strong interest in abstract and formal topics such as mathematics.

## Module B.2 Further Optional Module

According to the learning content of the chosen (Master's) programme(s)

## **Module C.2 ‘Media Practice’**

The Media Practice module is a practice-oriented component that enables students to put the theoretical and analytical knowledge they have acquired in the Bachelor's and Master's modules to the practical test. The practical module comprises two freely electable practical seminars, each of which should deal with different media industries and/or different media. The focus of the practical seminars is on content creation, media conception and project management. The practical seminars are realized in cooperation with media companies or media-oriented institutions. They can also be realized within the framework of independent university media projects (university radio, university online magazines, university events, etc.). In both cases, the focus is on the acquisition of differentiated practical media knowledge and corresponding skills.

# Module overview in 2nd semester

**In the second semester, your focus is on methods training. In addition, contents on mediatization and datafied societies will be deepened. You can also select course offerings from other Master's programs.**

## 2nd semester

Module	Courses / Examinations	SWS	A	CP
A.2.Digital Society (C)	<ul style="list-style-type: none"> <li>• Mediatization (S)</li> <li>• Datafied Society (S)</li> </ul>	2 2	CB	12
B.2. Further Optional Module (E)	<ul style="list-style-type: none"> <li>• Course offerings of other master programs (alternative to 1st and 3rd semester)</li> </ul>			9
C.2. Media Practice (E)	<ul style="list-style-type: none"> <li>• Practical Seminar 2 (S)</li> </ul>	2	CB	3
D.1. Methods (CE)	<ul style="list-style-type: none"> <li>• Methods of Digital Media Research (S) Methods Practical (T)</li> </ul>	2 2	ME	12
D.2. Researching Digital Media and Society (CE)	<ul style="list-style-type: none"> <li>• Research Seminar Part 1 (S)</li> </ul>	2	CB	6

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C = Compulsory Module; E = Freely Elective; CE = Compulsory Elective

ME = Module Examination; CB = Combination examinations; SP = Successful Participation

SWS = *Semesterwochenstunden* (=weekly hours per semester); A = Assessment; CP = Credit Points

## Module A.2 'Digital Society'

Module A.2 'Digital Society' (compulsory module) comprises the two courses 'Mediatization' and 'Datafied Society'. The seminar 'Mediatization' deals with the mediatization of society. In addition to an in-depth teaching of fundamental approaches to mediatization research, the course focuses in particular on the most recent approaches to 'deep mediatization'. The course 'Datafied Society' puts a special emphasis on the macro-perspective of society. Central questions of the seminar are among other things: Which possibilities of participation and secure information does a datafied society offer? How does society's understanding of politics and living together change in a society characterized by digitalization, datafication and algorithmicity?

## Module B.2 Further Optional Module

According to the learning content of the chosen (Master's) programme(s)

## Module C.2 'Media Practice'

The Media Practice module is a practice-oriented component that enables students to put the theoretical and analytical knowledge they have acquired in the Bachelor's and Master's modules to the practical test. The practical module comprises two freely electable practical seminars, each of which should deal with different media industries and/or different media. The focus of the practical seminars is on content creation, media conception, and project management. The practical seminars are realized in cooperation with media companies or media-oriented institutions. They can also be realized within the framework of independent university media projects (university radio, university online magazines, university events etc.). In both cases, the focus is on the acquisition of differentiated practical media knowledge and corresponding skills.

## Module D.1 ‘Methods’

Module D.1 ‘Methods’ is divided into two courses, namely ‘Digital Methods’ (compulsory) and a ‘Methods Practical’ (compulsory). The two courses of the module deal with the following contents: In the Blockseminar ‘Digital Methods’, established methods of communication and media science are dealt with, focusing on their contribution to empirical research of the digital using practical examples. In particular, you will come to grips with the following methods and procedures: digital ethnography, cross-media research, data-mining, small and big data. In the ‘practicals’, theory-finding and theory-testing processes are trained using a practical example. You can choose between a practical on a standardized method (theory testing) and a qualitative method (theory finding).

## Module D.2 ‘Researching Digital Media and Society’

Module D.2 ‘Researching Digital Media and Society’ is a two-semester research seminar in which a current topic of research on digital media and society is dealt with in individual or group work. You can choose your topic from a broad catalogue of offers. The aim of the research seminar is to work on a research question independently and practice-oriented in a small group. Possible topics are from the field of digital media and society which relate to different digital media such as platforms, social media offerings, professionally produced online content or services and their infrastructures, as well as various processes of datafication and deep mediation. The two seminars of the module are structured as follows: The assignment will be worked out in the seminar ‘Researching Digital Media and Society Part 1’ (summer semester). Specifically, the aim is to work out the topic to be dealt with and to develop a question. In addition, you will develop the (methodological) instruments necessary to realize the assignment and plan the data collection. In the seminar ‘Researching Digital Media and Society Part 2’ (winter semester) you actually carry out the assignment, evaluate the data material and write the research report. Data collection and evaluation will be carried out cooperatively in small groups, whereby the actual field work will be carried out during the summer semester break between summer semester and winter semester in order to give you maximum flexibility.

# Module overview in 3rd semester

**In the third semester, independent work and learning are given top priority. In addition, there are specializations in media ethics and media education.**

## 3rd semester

Module	Courses / Examinations	SWS	A	CP
A.3. Digital Literacy (C)	<ul style="list-style-type: none"> <li>• Communication and Media Ethics (S)</li> <li>• Media and Education (S)</li> </ul>	2 2	CB	12
B.1. Media Informatics (E)	<ul style="list-style-type: none"> <li>• Course offerings of Media Informatics (S)</li> </ul>	2 2	CB	9
A.4. Independent Study Module (CE)	<ul style="list-style-type: none"> <li>• Independent Study</li> </ul>		ME	6
B.2. Further Optional Module (E)	<ul style="list-style-type: none"> <li>• Course offerings of other master programs (alternative to 1st or 2nd semester)</li> </ul>		CB	9
C.2. Media Practice (E)	<ul style="list-style-type: none"> <li>• Practical Seminar 3 (S)</li> </ul>	2	CB	3
D.2. Researching Digital Media and Society (CE)	<ul style="list-style-type: none"> <li>• Research Seminar Part 2 (S)</li> </ul>	2	CB	6
C.1. Media Internship (E)	<ul style="list-style-type: none"> <li>• A voluntary 8-week internship</li> </ul>		SP	9

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## Module A.3 ‘Digital Literacy’

Module A.3 ‘Digital literacy’ (compulsory module) comprises the two courses ‘Media and Communication Ethics’ and ‘Media and Education’. Seminar 1, ‘Media and Communication Ethics’, deals with the normative change of processes of digitalization and datafication in society. In particular, it deals with questions of responsibilities and processes of social negotiation. Seminar 2, ‘Media and Education’, is dedicated to the topic of learning and the mediation of information and competences in a digitalized and datafied society. In addition to classical learning in kindergartens and schools and the traditional transfer of content to further education institutions such as universities, today there are numerous other opportunities for learning and self-expertisation.

## Module B.1 ‘Media Informatics’

The module consists of course offerings from the area of Digital Media. Most courses carry 6 CP and offer an abridged version where students can earn 3 CP. Students are recommended to choose one course carrying 6 CP and an abridged 3 CP course. The concrete learning content of the courses depends on the choice. Students should consider the courses that involve programming only if they have some prior experience in programming or a strong interest in abstract and formal topics such as mathematics.

## **Module A.4 ‘Independent Study Module’**

Within the framework of Module A.4 ‘Independent Study Module’ (elective module), students deal individually or in small groups with a self-formulated question in the field of digital media and digital society under the supervision of a member of teaching staff. The result of the self-study module is to be presented verbally and/or in writing in a way appropriate to the topic and agreed with the supervisor in advance. Possible projects are (a) examination of a current theoretical discussion surrounding digital media/digital culture, (b) implementation of an independent empirical research project in the field of the digitalization and datafication of society, or (c) realization of a (career-relevant) practical project in the field of digital media and society.

## **Module B.2 Further Optional Module**

According to the learning content of the chosen (Master's) programme(s)

## **Module C.2 ‘Media Practice’**

The Media Practice module is a practice-oriented component that enables students to put the theoretical and analytical knowledge they have acquired in the Bachelor's and Master's modules to the practical test. The practical module comprises two freely electable practical seminars, each of which should deal with different media industries and/or different media. The focus of the practical seminars is on content creation, media conception and project management. The practical seminars are realized in cooperation with media companies or media-oriented institutions. They can also be realized within the framework of independent university media projects (university radio, university online magazines, university events, etc.). In both cases, the focus is on the acquisition of differentiated practical media knowledge and corresponding skills.

## **Module D.2 ‘Researching Digital Media and Society’**

Module D.2 ‘Researching Digital Media and Society’ is a two-semester research seminar in which a current topic of research on digital media and society is dealt with in individual or group work. You can choose your topic from a broad catalogue of offers. The aim of the research seminar is to work on a research question independently and practice-oriented in a small group. Possible topics are from the field of digital media and society which relate to different digital media such as platforms, social media offerings, professionally produced online content or services and their infrastructures, as well as various processes of datafication and deep mediation. The two seminars of the module are structured as follows: The assignment will be worked out in the seminar ‘Researching Digital Media and Society Part 1’ (summer semester). Specifically, the aim is to work out the topic to be dealt with and to develop a question. In addition, you will develop the (methodological) instruments necessary to realize the assignment and plan the data collection. In the seminar ‘Researching Digital Media and Society Part 2’ (winter semester) you actually carry out the assignment, evaluate the data material and write the research report. Data collection and evaluation will be carried out cooperatively in small groups, whereby the actual field work will be carried out during the summer semester break between summer semester and winter semester in order to give you maximum flexibility.

## **Module C.1 ‘Media Internship’**

The internship is carried out in cooperation with regional and national media companies and other organizations and institutions characterized by media communication. You conclude the module with a written report to the module leader, in which the transfer successes of the internship are reflected.

# Module overview in 4th semester

The fourth semester is devoted to the preparation of your Master's thesis and the award of your degree. The thesis can be either empirical or theoretical and its development will be accompanied by a colloquium.

## 4th semester

Module	Courses / Examinations	SWS	LN	CP
D.3: Master's Thesis & Colloquium (C)	<ul style="list-style-type: none"> <li>Mentoring Colloquium for M.A. candidates</li> <li>Master's Thesis and Defence</li> </ul>	2	M.A. Thesis	27

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### D. 3: Master's Thesis & Colloquium

Module D.3 comprises the preparation of the Master's thesis, an accompanying supervision seminar and participation in the ZeMKI Research Colloquium. As a rule, the MA thesis is a theory-based, empirical, data- or application-oriented work encompassing up to 80 pages, which focuses on a practical or research-related media-cultural problem issue. It can be completed in German or English or—subject to approval by the examination board—in another language. It must be accompanied by a 2-page English abstract. Part of the module is finally the oral defence of the MA thesis in a colloquium following thesis completion and evaluation.

# Examinations

**The examination system in the MA Digital Media and Society is (multi)tiered. This means that each module is concluded with a module examination, which then flows into your final grade.**

## Acquisition of Credit points (CP)

You earn credit points through successfully completing a module with subsequent exam work. The module examination must be performed within your own specialization area and supervised by a member of the teaching staff participating in the module. All other events courses in the module are evaluated on the basis of successful participation, evidenced by a certificate. Ungraded certificates (so-called *Sitzscheine*) are no longer required, as they do not require any verifiable academic performance and therefore cannot be evaluated according to the credit point system.

## Module Exam

The module examination is graded. In order to take a module examination, you must first register at the Bremen Online Examination Office (*Prüfungsamt Bremen Online* PABO). A pass grade is sufficient for the acquisition of credit points. The credit points are awarded regardless of the grade you achieve. Since the examination system is cumulative, there is no need for an intermediate or final examination. Module examinations can take the following forms:

- Written assignments in the form of a term paper (standard feature),
- Seminar papers (extensive practical or theoretical work, e.g., studies undertaken within the self-study module),
- Project work (e.g., practical media work on media culture with written evaluation),
- written examinations under supervision (written exam),
- oral examinations

When taking courses in other subject areas, the forms and contents of the module examination are based on the procedures customary in the respective modules. The dates for the performance of examinations for all compulsory modules and elective modules are set at the beginning of the modules.

Repeat examination attempts are possible only during the semester in which the module is undertaken. You have the possibility to resit the module examination twice. You must earn at least 39 of the 51 credit points required in the first academic year in order to be admitted to modules in the second academic year. If you do not achieve this, you must earn the missing CPs additionally in the second academic year. If the 39 credit points are not achieved by the end of the first academic year, you will have to take part in a separate mandatory counselling before being admitted to the third semester.

## Master's Thesis

You finish the Master's programme Digital Media and Society by completing a final thesis (Master's thesis) with accompanying colloquium and concluding examination colloquium. If the thesis has not yet been registered by the beginning of the first semester after the standard period of study has been exceeded, i.e., by the beginning of the fifth semester, you will also be requested to take part in a mandatory counselling.

# Advice and Counselling

**The MA programme provides you with continuous and systematic support, especially from your personal mentor. In addition, there are many other consulting options.**

## Consulting Options

During your studies, and even beforehand, you can take advantage of various consulting options and advisory services:

1. Advice on applications and starting your studies – from the programme advisor;
2. Advice/recommendations for the development of your personal academic profile – from your mentor (throughout your studies and especially in the first semester);
3. Separate counselling if you have not obtained a sufficient number of credit points (at the end of the first academic year and end of the second academic year);
4. Advice on taking up the internship (internship semester);
5. Advice with regard to profiling your degree (last semester).

## Advisory Roles

Student counselling in the Master's programme Digital Media and Society is divided into different advisory roles in order to ensure you receive goal-oriented guidance. Specifically, the counselling is provided by specialist advisors, mentors and internship supervisors as well as by the Program Office (organizational matters).

### *Program Advisor:*

The programme has a general advisor. The advisor's task is to provide advice to prospective students, to be available at information events, and to advise students at the beginning of the programme.

In addition, it is the task of the student advisor to assist students throughout the course of their studies in questions surrounding examination regulations, and other formal matters.

### *Mentors:*

Some members of the teaching staff act as mentors. In addition to their general function as contact persons in the event of study-related problems, the task profile here lies in counselling. On the one hand, this can focus on the development of your academic and degree profile, and on the other hand on counselling, should you fail to acquire the necessary credit points.

### *Internship Supervisor:*

The task of internship supervisors is to advise you on the choice of internship, the course of the internship and the internship report. The internship supervisors are supported by the Work Placements Office (for address, see below), which provides possible internship contacts and advice on formal requirements. In addition, the Internship Office in Faculty 9 is available to provide support on questions surrounding the internship.

## Programme Office

The central contact point for matters concerning organization is the Programme Office, which is open for you each morning. You can obtain all the necessary documents, regulations and forms from the Programme Office. The documents can also be downloaded from the MA Digital Media and Society website

## ‘Real-life’ tips

**To help you make the most of Digital Media and Society Master, we have gathered some tips that will guide you through first year:**

1. We advise you to have the B1. Media Informatics Module only if you are interested to know basis of programming and mainly (Java) and have a firm base in Math and Physics.
2. If you are not interested in the B1. Media Informatics Module, you can take instead the C1. Media Internship.
3. You should know registrations periods.  
**First**, the period you register during it the courses that you will take in the semester, and here you register them using this website (<https://elearning.uni-bremen.de>). **Second**, the period you register during it the courses you want to have their credit points, and here you register them through PABO using this website (<https://www.uni-bremen.de/pabo>).
4. We encourage you to register in Bremen State and University Library (Staats- und Universitätsbibliothek) using this website (<https://www.suub.uni-bremen.de/home-english/info-en/register-for-a-library-card/>), as you will need later to borrow some books and academic journals, etc.
5. We advise you to have every semester in total 30 credit points, as this will help you finish your two years smoothly.

# FAQs

1. Is it possible to take courses within German language in B2 and C2?  
- Yes, it is. But English taught courses should be prioritized.
2. Can I have more CPs from module B1 than from C2 in my compulsory elective module of the first two semesters?  
- No, for each you have to complete 9 CPs
3. If I take a German language course (from Sprachzentrum), will its CPs be counted? It gives 6 CPs.  
- No, you can't select it as B2 neither as C2.
4. If the total of supplementary area is 18CPs, can I take more B2 classes than B1? And at the end will provide that the total is 18CP? for example, can I take 15CPs in B2 and only 3CPs in B1? or do I have to stick to 9CPs in B1 and 9CPs in B2?  
- No, if you choose to do both of them, you have to complete 9 CPs from each one. Otherwise, if you don't want to do the B1, you can do these modules  $B2+C1+C2=27$  cp
5. B2 has to be masterclasses, however, can I also take a class that is open for bachelor and master? So, a course with this description (e.g., Informatic, Dipl./ B.Sc./ M.Sc.) is fine?  
- Only combined courses, which are open for both BA and MA students. And the workload for the MA must be listed specifically. It is mandatory that the courses are also listed in the course catalogue and the module description for Master students.
6. In the information sheets available, the elective modules B1 and B2 are assigned to one semester each. Is it necessary to complete all courses of the module within one semester or is it possible to do one course this semester and the other in the second or third semester?  
- It is up to the student, at the end you are extremely advised to finish every semester 30 CPs. And you can choose what to do every semester from these modules (B1, B2, C1, and C2), and please be careful to have the other modules (A1, A2, A3, A4, D1, D2) as they are planned.
7. Can I take a course from an undergraduate B.Sc program for my B2 module?  
- No, definitely not.

# Study Schedule

This Study Schedule is meant as an orientation to help students plan the course of their studies. They are free to decide for themselves the sequence in which they undertake the modules.

Structure across the curriculum (Compulsory, compulsory elective, freely elective)→		Compulsory area (incl. Master's thesis) (93 CP)					Compulsory elective (27 CP in total)		Σ 120 CP
Study segments in accordance with Section 2 para. 2 →		Core area in media and communications (42 CP)		Integration area (24 CP)		Master's thesis (27 CP)	Supplementary area (9 or 18 CP)	Practical area (9 or 18 CP)	
1 <sup>st</sup> year	1 <sup>st</sup> sem.	A.1 Digital Media, 12 CP					B.1 Media Informatics, 9 CP	C.2 Media practice, 9 CP	30
	2 <sup>nd</sup> sem.	A.2 Digital Society, 12 CP		D.1 Methods, 12 CP	D.2 Researching Digital Media and Society, 12 CP				30
2 <sup>nd</sup> year	3 <sup>rd</sup> sem.	A.3 Digital Literacy, 12 CP	A.4 Independent study, 6 CP				B.2 Further optional module, 9 CP	C.1 Media Internship, 9 CP	33
	4 <sup>th</sup> sem.					D.3 Module Master Thesis (incl. colloquium), 27 CP			27

CP = Credit Points, sem. = semester

# International

**The MA Digital Media and Society attaches great importance to its international orientation. First of all, this is reflected in the content of the degree programme: the subject matter is strongly oriented towards the international discourse and the thematic area of 'internationalization' is directly addressed in various module parts (e.g., Module A.1). Secondly, 'internationalization' means that all courses are offered in English. Thirdly, despite the tight two-year study plan, the MA Digital Media and Society 'internationalization' makes it possible to undertake a stay abroad.**

## International Partners

It is our aim to promote foreign contacts in general as well as those which make sense with regard to the teaching and research focus of the MA Digital Media and Society. For this purpose, we offer you:

1. Subject-related contacts which have been specifically established for the MA via the Erasmus programme or direct partnerships:

**Austria** Universität Klagenfurt  
**Belgium** Vrije Universiteit Brussel  
**Belgium** Katholieke Universiteit Leuven  
**Denmark** Aarhus University  
**France** Université Michel de Montaigne Bordeaux 3  
**France** Université Paris II Panthéon-Assas  
**Netherlands** Rijksuniversiteit Groningen  
**Norway** Universität Oslo  
**Poland** Pontifical University John Paul II, Cracow  
**Spain** Universitat Pompeu Fabra, Barcelona  
**Spain** Universidad Carlos III de Madrid  
**Sweden** Södertörn University  
**Sweden** Stockholm University  
**Switzerland** University of Fribourg  
**Switzerland** Università della Svizzera italiana, Lugano  
**Switzerland** University of Zurich  
**UK** University of Sheffield (UK)

2. Contacts that you can arrange abroad through the exchange programmes organized by the Faculty of Cultural Studies and the University.

You can find further information on the ZeMKI website: <http://zemki.uni-bremen.de>

## Timing

Timing is key to a successful integration of your stay abroad in your study plan. The deadline for ERASMUS applications and most other international programs is in February. In consequence, you need to take decisions already in your first semester.

You should aim for a stay abroad in early 2024, at the end or after your third semester. A stay abroad during the 3<sup>rd</sup> semester is not possible since the obligatory research project seminar is running through the 2<sup>nd</sup> and 3<sup>rd</sup> semester so that you wouldn't be able to complete it.

## International Internship

Of course, you may also decide to undertake your internship abroad. We try to help you as much as possible, but the organization is primarily in your hands.

## Want to know more?

If you would like more information, besides your mentor, you can also get in touch with the Officer for International Affairs at the ZeMKI. You can also get information from the International Office at the University of Bremen (<http://www.uni-bremen.de/international.html>)

# Important Contacts

Even being on the very best degree programme is of no use if you can't find the right person to contact at the right time. To facilitate your search, we have put together some of the most important contact addresses.

## Bremen State and University Library

Bibliothekstraße – Central Area  
28359 Bremen

### *General Information:*

Phone: 0421-218 595 00

email: [suub@suub.uni-bremen.de](mailto:suub@suub.uni-bremen.de) Homepage:

<https://www.suub.uni-bremen.de>

## Mediathek / Centre for Audio-visual Media

Mediathek is responsible for the acquisition and archiving of audiovisual media, procurement, consultation, lending and acceptance of television and radio recordings. The AV Centre is located in the building of the State and University Library (see above). 4th floor, room 4300/4310.

### *Contact person:*

Jutta Fraas (Leader of the AV Centre)

Phone: 0421-218 596 14

email: [mediathek@suub.uni-bremen.de](mailto:mediathek@suub.uni-bremen.de)

*Office hours:* Mon. – Fri. 10.00 am – 4.00 pm

## Medienstelle (technology loan)

The Media Office is the central lending point for technology needed for the production and use of audiovisual media in teaching, research and other university and scholarly events (congresses, conferences).

### *Contact persons:*

K. Lehmkuhl, S. Petersen

GW 2, Room B 2700,

Phone: 0421-218-60901

Homepage: <https://www.medienstelle.uni-bremen.de/>

*Opening times:* Mon. – Thurs. 7.30 am – 4.15 pm

## Multimedialabor

Students have a multimedia laboratory at their disposal for the independent processing of video and audio material, as well as electronic music. The equipment includes PCs and Mac computers, audio mixing consoles and a digital Betacam with corresponding software.

### *Contact person:*

Bernd Bullwinkel

GW2, Room A 4120

Phone: 0421-218-67605

email: [bebu@uni-bremen.de](mailto:bebu@uni-bremen.de)

## Centre for Multimedia in Education

The tasks of the Centre for Multimedia in Education include providing support in technical questions in the form of consulting on the procurement of multimedia hardware; the provision of e.g., digital editing suites, advice on teaching/learning programs as well as the supervision of multimedia projects with regard to conception, implementation and evaluating applications, both in didactic as well as technical terms.

### *Address for visitors:*

Zentrum für Multimedia in der Lehre

Klagenfurter Straße 3 (FZB)

28359 Bremen

Administration: 0421-218-61403 Homepage:

<http://www.zmml.uni-bremen.de>

## Stud.IP

The Internet platform known as Stud.IP is provided for students. Stud.IP is administrated by the Centre for Multimedia in Teaching (ZMML). It offers possibilities for monitoring everything to do with your studies in the areas of registration and participation, information, material exchange, communication, literature management and teaching evaluation. All course offerings at the university are integrated by the import of data from the faculties and assigned to the respective members of the teaching staff.

To login, you need the user's name and the password issued with the e-mail address you are given by the Centre for Networks (ZfN). You find these in your student registration documents.

Homepage: <https://elearning.uni-bremen.de/>

## Centre for Networks (ZfN)

Members of the university obtain their e-mail address and access authorization to the campus network for their home PC from ZfN (*Zentrum für Netze*). ZfN also offers students freely accessible PCs. Each semester, the ZfN offers a comprehensive course programme, provides consulting services (e.g., for carrying out statistical data analyses) and organizes the procurement and allocation of licensed programmes for the university's academic staff.

*Address for visitors:*

Zentrum für Netze  
Enrique-Schmidt-Straße 7, SFG building, 1<sup>st</sup> floor  
128359 Bremen

*Opening times: see website*

Phone: 0421-218-61332

email: [account@zfn.uni-bremen.de](mailto:account@zfn.uni-bremen.de)

Homepage: <http://www.zfn.uni-bremen.de>

## Studentenwerk

*Studentenwerk* (student services) is the contact address for students in matters concerning student residences, accommodation service, cultural support, psychological counselling and educational support.

*Address for visitors:* Studentenhaus, ground floor, Bibliothekstr. 7,

28359 Bremen

Homepage: <https://www.stw-bremen.de>

*Opening hours:*

Tues. 10.00 am – 1.00 pm, Wed. 2.00 pm – 4.00 pm,

Fri. 10.00 am – 12.00 pm

## Student Office

The Student Office advises on questions of admission and enrolment or the administration of all matters to do with the administration of your studies, such as re-registration, leave of absence, exmatri-culation.

*Address for visitors:*

Bibliothekstr. 1, Verwaltungsgebäude  
28359 Bremen

Phone: 0421-218-61110

email: [sfs@uni-bremen.de](mailto:sfs@uni-bremen.de)

Homepage: <https://www.uni-bremen.de/sfs>

*Opening hours:* Mon., Tues., Thurs. 9.00 am – 12.00 pm, Wed. 2.00 pm – 4.00 pm

## International Office (IO)

The International Office is the point of contact for university members (students and academics) who are planning a stay abroad or working on international projects.

*Address for visitors:*

Enrique-Schmidt-Str. 7

28359 Bremen

Phone: 0421 218 60360

Homepage: <http://www.uni-bremen.de/international.html>

*Opening times:* Mon., Tues., Thurs. 9.00 am – 12.00 pm, Wed. 2.00 pm – 4.00 pm

## Work Placements Office in Faculty 9 Cultural Studies

The Work Placements Office in FB 9 helps with all matters surrounding internships, starting with the search for suitable internship partners and the course of the internship to any problems that might arise.

*Contact person:*

Wiltrud Hoffmann  
SFG building, Room 3300  
Phone: 0421-218-67510  
email: [praxfb9@uni-bremen.de](mailto:praxfb9@uni-bremen.de)  
Homepage:  
<http://www.praxisbuero-fb9.uni-bremen.de/>  
*Opening times:* Mondays 11.30 am-12.30 pm

## Studienzentrum

The *Studienzentrum* (Study Centre) in Faculty 9 is a service and advisory center for students in the faculty and its teaching staff. It offers advice for the students in Faculty 9 on questions concerning examination regulations.

*Contact person:*

Juliane Schoppe  
SFG building, room 3300  
Phone: 0421-218-67511  
email: [studienzentrumfb9@uni-bremen.de](mailto:studienzentrumfb9@uni-bremen.de)  
Homepage: <http://www.studienzentrum-fb9.uni-bremen.de/>

## Central Examinations Office

The *Zentrale Prüfungsamt für Sozial- und Geisteswissenschaften* (Central Examination Office for Social and Human Sciences) is the contact point for matters ranging from the recognition of credit points earned at other universities, registration for intermediate and final examinations to the issue of your degree certificate.

*Address for visitors:* Zentrales Prüfungsamt, Universitäts-Boulevard 5  
28359 Bremen

E-mail: [zpa-sekretariat@uni-bremen.de](mailto:zpa-sekretariat@uni-bremen.de)  
Homepage: <http://www.uni-bremen.de/zpa>  
Phone: 0421 218 612 29/31/32

*Opening times:* Mon., Tues., Thurs. 10.00 am – 12.00 pm

*Contact persons:*

Administration Office FB 9: Carmen Ohlsen and Torben Reinker

## Student Counselling MA Digital Media and Society

The Student Counsellor for the MA Digital Media and Society advises students both prior to and at the beginning of their studies or application.

*Contact person:*

Dr. Dennis Redeker  
[redeker@uni-bremen.de](mailto:redeker@uni-bremen.de)

## Student Consultant

The Student Consultant is responsible for general questions about student life at the MA Digital Media and Society.

*Contact person:*

Selim Basoglu  
[sbasoglu@uni-bremen.de](mailto:sbasoglu@uni-bremen.de)

## Central Student Advisory Service

*Address for visitors:*

Bibliothekstr. 1, Verwaltungsgebäude VWG  
28359 Bremen  
Email: [zsb@uni-bremen.de](mailto:zsb@uni-bremen.de) Homepage: [www.uni-bremen.de/zsb](http://www.uni-bremen.de/zsb) Phone: 0421-218-61160

*Opening times:* Mon., Tues., Thurs. 9.00 am – 12.00 pm, Wed. 2.00 pm – 4.00 pm

# Space for notes



# Your StugA MAC

The studies can sometimes be like a labyrinth. So that you don't get lost in it, your StugA (decentral student committee) is there to help you!!

StugA MAC–Student Committee Media and Communication/Culture – represents students in the degree courses BA Communication and Media Studies, MA Media Culture and Globalization and the MA Digital Media and Society. Its elected members are students on these programmes and work on a voluntary basis.

As student representatives, we make sure that the studies for our Bachelor and Master students go well in all areas. We are here to support our fellow students as well as prospective students and will be happy to help you with any questions you may have about your studies.

In addition, we are committed to promoting your interests and act as mediators between students and the teaching staff of the ZeMKI and other university bodies and institutions. In contrast to other university committees, we are self-governed and can therefore pursue our own goals to the maximum extent possible.

Of course, we also want to have some fun with the whole thing—we want to actively shape student life, e.g., through various events, excursions and of course parties!

We would be happy to receive ideas and suggestions from you, and everyone who would like to join us is cordially invited to drop by at one of our meetings. You can find dates and place as well as current information about studying on our Facebook page ‘StugA MAC’ <https://www.facebook.com/stugamac>

So just contact us if you have something on your mind ([stugamac@uni-bremen.de](mailto:stugamac@uni-bremen.de)) and be sure to visit our homepage <http://stugamac.wordpress.com/> as well.

*Your StugA*

