

# Welcome to the MA Media and Public Engagement at the University of Bremen!

Dear students,

On behalf of all the teaching staff, we would like to welcome you to the first ever cohort of the MA Media and Public Engagement at the University of Bremen! We hope the programme 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.

Our fully accredited Master's programme is designed for national and international students who aspire to pursue media-related careers that drive positive social change. This interdisciplinary MA integrates communication and media studies with skills from other scientific disciplines to offer a comprehensive learning experience.

The courses are structured in a modular and project-oriented manner to ensure a smooth and engaging study experience. In the **core area**, students are introduced to the programme's central themes, focusing on the relationship between media and public engagement. By engaging with cutting-edge theories in media and communications, students examine the roles played by the media, content creators, and media platforms in shaping public engagement. Upon completion, students will have a thorough understanding of public engagement in the context of digital media and a reflective view on the influence of media, its frameworks, and the actors involved.

This foundation is further reinforced in the **integration area**, where students apply their methodological skills in independent research projects. The **supplementary area** includes the *Transcultural Studies*

*module* that offers theoretical insights into media anthropology and digital ethnography, providing the skills needed to analyze transcultural media processes. Additionally, the same area includes the *General Studies module* which allows students to explore subjects beyond the core curriculum or deepen their knowledge in areas of personal interest in the General Studies branch at the University of Bremen.

Hands-on experience is a key element of the programme. Therefore, in the **Practical area** students apply their learning through internships and hands-on projects, gaining valuable skills in communication, project management, and team collaboration. The programme also offers the *option to study abroad in the third or fourth semester*, leveraging its international network of contacts. Throughout the course of their studies, students are supported by dedicated mentors who guide them on their academic journey.

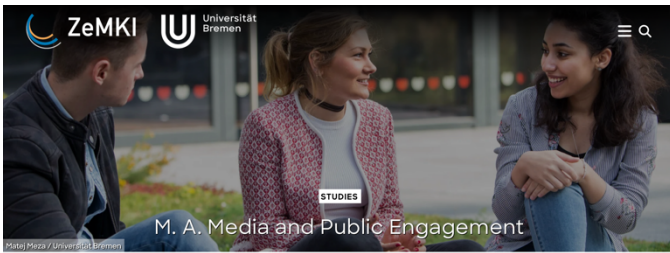
Teaching is closely linked to the research expertise of the Centre for Media, Communication, and Information Research (ZeMKI) at the University of Bremen, where the teaching staff are actively involved in research on media change. Students are invited to participate in the ZeMKI Research Colloquium, where internal and international experts present the latest research on media phenomena. For more information, visit: <https://zemki.uni-bremen.de/en/eventtyp/research-colloquium/>

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

*Cornelius Puschmann, on behalf of the teaching staff of the MA Media and Public Engagement*

## Current information

If you are looking for up-to-date information about the MA Media and Public engagement—you can find it all on the Internet at the ZeMKI website <https://zemki.uni-bremen.de/en/studies/m-a-media-and-public-engagement-2/>

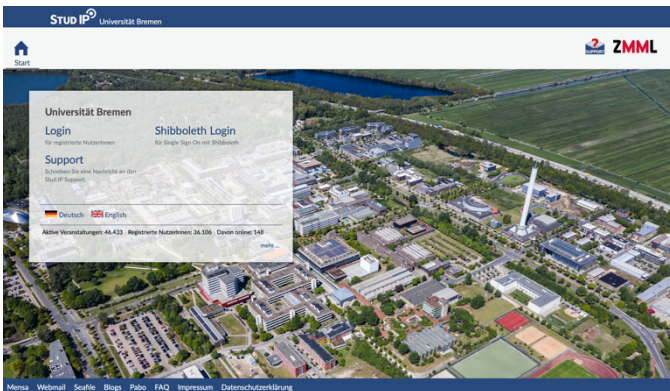


### About the program

This program prepares students to become the new generation communicators, building solution-oriented professionals that are able to deal with the complex landscape of the current and future media environment.

Welcome to the Master of Arts Media and Public Engagement at the University of Bremen, this is a **two-year, full-time program**, where we equip students to **navigate the dynamic intersection of media, communication, and societal change**. In an era defined by pressing

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



## 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 Digital Media and Society 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 Media and Public Engagement

The cross-faculty English-language master's programme 'MA Media and Public Engagement' addresses the growing complexities of communication in a rapidly changing world. Climate change, political conflicts, and demographic shifts are shaping the challenges society faces, making the need for innovative, socially cohesive solutions more pressing. Against this backdrop, the role of media is undergoing a transformation. Traditional broadcast media is giving way to digital platforms, social media is fostering radicalized communication, and automated processes are becoming more prevalent. These developments call for a new generation of media professionals who are not only equipped to tackle these issues, but who also bring a constructive, solution-oriented approach to their work.

While international Master's programmes in media and public engagement are becoming increasingly relevant at institutions abroad, there are currently no (international) Master's programs with such a profile in Germany. This programme fills that gap, preparing

students for careers in a variety of fields where media and communication intersect with social engagement—ranging from journalism and digital start-ups to NGOs, political consultancy, and public institutions. With a focus on ethical, constructive communication, it goes beyond persuasion and PR, emphasizing the importance of aligning with journalistic standards. The curriculum addresses political communication in the evolving media landscape, explores the potential impacts of digital media on societal and ecological issues. Through a combination of theoretical and practical modules, students gain both the analytical and methodological skills required to develop and implement communication strategies for addressing today's pressing social challenges.

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

## Communication and Media Studies

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

## Integration Area

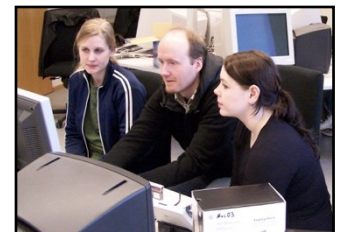
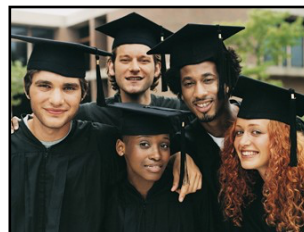
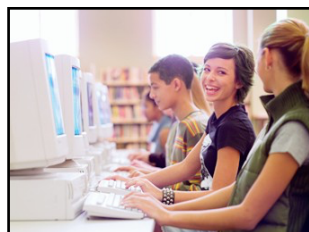
Here, students reflect and test computational and digital methods independently in research projects.

## Supplementary Area

These topics provide students with comprehensive insights into media anthropology and digital ethnography, providing the skills needed to analyze trans-cultural media processes.

## Practical Skills

The programme encompasses practical research training, which focuses project management and collaboration in mixed teams.



# Module overview in 1st semester

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

## 1st semester

Module	Courses	SWS	A	CP
A.1. Mediated Engagement (C)	<ul style="list-style-type: none"> <li>Media and Communication Theory (S)</li> <li>Media, Movements and Engagement (S)</li> </ul>	2 2	CB	12
B.1. Transcultural Studies (CE)	<ul style="list-style-type: none"> <li>Conspiracy Theories over time (S)</li> <li>Digital Games and Community (S)</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 2	CB	9
D.1. Methods (C)(CE)	<ul style="list-style-type: none"> <li>Introduction to Digital Methods (S)</li> <li>Methods Exercise (T)</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 'Mediated Engagement'

This module examines how media, producers, and content drive public engagement, highlighting how people actively use and create media. It also explores the role of media activism in political, cultural, and social contexts. The module includes two seminars that complete 12 CP. One written paper on the seminar of choice of 15-20 pages is needed to complete the module. "**Media and Communication Theory**", covers the theories and concepts of both traditional and digital media, and "**Media, Movements, and Engagement**", focuses on audience engagement and activism.

## Module B.1 'Transcultural Studies'

This module explores media and communications through the lens of cultural anthropology, offering insights into "foreign" media cultures and transcultural processes. The module consists of two seminars that together complete 9 CP. The examination consists in drafting a paper (e.g., research report, essay, or portfolio) of 10-15 pages in the seminar of the students' choice. In "**Conspiracy Theories over time**", students discuss existing concepts of defining and problematizing conspiracy theories. In a second step we will look into different examples of these phenomena over time and in different global contexts. The "**Digital Games and Community**" seminar focuses on how gamer communities are formed and maintained.

## 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 or three 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'

Composed of two courses, "Introduction to Digital Methods" (compulsory) and a "Method Exercise" (compulsory elective subject). By the end of the module the student will have earned a total of 12 CP. The first seminar in this category allocated to the first semester is **Introduction to Digital Methods**. The class provides an in-depth overview of digital methods in communication research by pairing foundational theoretical and conceptual readings with current research papers in this nascent field. Successful completion of the course requires the taking of a non-graded standardized diagnostic test and handing in short written homework.

## Module overview in 2nd semester

In the second semester, you will apply the knowledge gained in the first semester with a special focus on methods training. A focus in the interrelations between citizens, media and the political sphere with its different stakeholders is introduced this semester. You can also select course offerings from other Master's programs.

### 2nd semester

Module	Courses / Examinations	SWS	A	CP
A.2. Political Communication (C)	<ul style="list-style-type: none"> <li>Mediated public's, politics and Journalism (S)</li> <li>Media Structures and Platform Governance (S)</li> </ul>	2 2	CB	12
B.2. General Studies (E)	<ul style="list-style-type: none"> <li>Course offerings of other master programs in the General Studies branch (alternative to 1st and 3rd semester) Foreign universities (for semesters abroad).</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.2. Researching Media and Public Engagement (CE)	<ul style="list-style-type: none"> <li>Researching Media and Public Engagement Part 1 (S)</li> </ul>	2 2	ME	12

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### Module A.2 'Political Communication'

This module focuses on the structures, processes and consequences of mediated communication in political processes under the conditions of mediatized and digitalized publics. It is comprised of two seminars that complete 12 CP: "**Mediated publics, politics and journalism**" where students encounter relevant schools of thought on political action and practice in mediatized and digitalized publics and apply them to selected examples and issues. In the second seminar "**Media Structures and Platform Governance**" students reflect theories and approaches that illuminate the tension between media structures and media control as well as explain and reflect on their consequences on public engagement and political practice. The completion of module A.2. One written paper on the seminar of choice of 15-20 pages is needed to complete the module.

### Module B.2 'General Studies'

According to the learning content of the chosen (Master's) programme(s). Varying selections of the students; choice of courses within the General Studies branch at the University of Bremen. Alternatively, this module can be used for completion in a semester abroad (Erasmus/YUFE). It requires 9CP in total, examination will vary according to the course(s). At least 6CP must be graded.

### 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 Media and Public Engagement’**

Module D.2 is a two-semester research seminar in which a current topic of research on Media and Public Engagement is dealt with in individual or group work. It is possible to choose from a variety of different courses. The aim of the research seminar is to work independently and practically on a research topic in a small group. In the seminar "Media and Public Engagement Part 1" (summer semester) the planned study will be designed. Specifically, the aim is on to find the subject to which the study is directed and to develop a research question. In addition, the (methodological) instruments necessary for addressing the research question will be developed and the data collection planned. With the necessary flexibility, student groups collect data for their projects during the non-lecture period.

# Module overview in 3rd semester

In the third semester, independent work and learning are given top priority. In addition, the topic of media sustainability is brought to the forefront.

## 3rd semester

Module	Courses / Examinations	SWS	A	CP
A.3. Sustainable Media (C)	<ul style="list-style-type: none"> <li>Media and Environment (S)</li> <li>Media, Diversity and Design Justice (S)</li> </ul>	2 2	CB	12
A.4. Independent Study Module (CE)	<ul style="list-style-type: none"> <li>Independent Study</li> </ul>		ME	6
B.2. General Studies (E)	<ul style="list-style-type: none"> <li>Course offerings of other master programs in the General Studies branch (alternative to 1st and 3rd semester) Foreign universities (for semesters abroad).</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 Media and Public Engagement (CE)	<ul style="list-style-type: none"> <li>Researching Media and Public Engagement 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 ‘Sustainable Media’

This module addresses the challenges of sustainability for media, not simply as a topic of media coverage, but as an integrative core of today's digital media and their infrastructures. The module consists of two seminars that make up 12CP: The first one, “**Media and Environment**” provides students with theories, concepts, and ethics that can be used to answer the relevant question of how media environments are entangled with “natural” environments and how issues of sustainability nexus with those of the media. The second seminar, “**Media, Diversity and Design Justice**” interrogates theories, concepts, and perspectives that focus on elaborating how inequalities and exclusion are inscribed into digital media technologies, infrastructures, and data themselves and which ethical principles of design justice can be set against this. One written paper on the seminar of choice of 15-20 pages is needed to complete the module.

## 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 media and public engagement 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 media and public engagement, or (c) realization of a (career-relevant) practical project in the field of media and public engagement.



## **Module B.2 ‘General Studies’**

According to the learning content of the chosen (Master's) programme(s). Varying selections of the students; choice of courses within the General Studies branch at the University of Bremen. Alternatively, this module can be used for completion in a semester abroad (Erasmus/YUFE). It requires 9CP in total, examination will vary according to the course(s). At least 6CP must be graded.

## **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 or three 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 Media and Public Engagement’**

Module D.2 is a two-semester research seminar in which a current topic of research on Media and Public Engagement is dealt with in individual or group work. It is possible to choose from a variety of different courses. The aim of the research seminar is to work independently and practically on a research topic in a small group.

In "Media and Public Engagement Part 2" (winter semester) the designed study will be conducted; the data will be analysed and the research report will be written. The data collection and analysis will be performed collaboratively in small groups. At the end of the lecture period, all student projects across the different research seminars are presented together. The feedback thus generated is taken up in the final research report, which is submitted at the end of the semester.

## **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 defense of the MA thesis in a colloquium following thesis completion and evaluation.

# Examinations

The examination system in the MA Media and Public Engagement 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 Media and Public Engagement 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 Media and Public Engagement 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 Programme 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 Media and Public Engagement website.

## ‘Real-life’ tips

To help you make the most of Media and Public Engagement, we have gathered some tips that will guide you through first year:

1. 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>).
2. 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.
3. We advise you to have every semester in total 30 credit points, as this will help you finish your two years smoothly.
4. The Program Director (Cornelius Puschmann) has consulting hours for students. You can register to get a slot in StudIP. (<https://elearning.uni-bremen.de>)
5. If you are feeling confused and do not want to approach teaching staff you can reach out to your StugA representatives through instagram @stugamac

## 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

Semester	1	2	3	4
Compulsory area	12 A.1 Mediated Engagement	12 A.2 Political Communication	12 A.3 Sustainable Media	27 MASTER THESIS  D.3 Module Master Thesis (incl. colloquium)
	CORE AREA IN COMMUNICATION AND MEDIA STUDIES		6 A.4 Independent Study	
	INTEGRATION AREA			
	12 D.1 Methods	12 D.2 Researching Media and Public Engagement		
Compulsory electives	SUPPLEMENTARY AREA			
	9 B.1 Transcultural Studies	9 B.2 General Studies		
	PRACTICAL AREA			
	9 C.2 Media Practice	9 C.1 Media Internship		
Credit Points	30	30	33	27
**THE NUMBER OF CREDIT POINTS PER SEMESTER IS THE RECOMMENDED AMOUNT FOR A 2 YEAR PLAN, IT IS <b>NOT</b> A MANDATORY OR STANDARDIZED AMOUNT**				

# International

The MA Media and Public Engagement 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 Media and Public Engagement '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 Media and Public Engagement. 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 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 Universität 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)

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, exmatriculation.

*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 Media and Public Engagement

The counseling staff for the MA Media and Public Engagement advises students both prior to and at the beginning of their studies or application. Please always use the email address listed below as a starting point – the MPE will get back to you.

MPE Team:

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

*Programme Director*

Cornelius Puschmann

Office: LINZ6 /60110

E-Mail: [puschmann@uni-bremen.de](mailto:puschmann@uni-bremen.de)

*Programme advisor*

Yuru Li

Office: LINZ 4 / 41.300

E-Mail: [liyuru@uni-bremen.de](mailto:liyuru@uni-bremen.de)

*Student consultant:*

Andrea Roca Rubio

## Central Student Advisory Service

*Address for visitors:*

Bibliothekstr. 1, Verwaltungsgebäude VWG  
28359 Bremen

Email: [zsb@uni-bremen.de](mailto:zsb@uni-bremen.de) Homep-

age: [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*

