



ZeMKI

MASTER OF ARTS

Digital Media and Society

General Information

The M.A. Digital Media and Society (DMS) is an interdisciplinary programme focusing on the digitalisation and datafication of contemporary societies. Digital media and data today are deeply integrated into our daily and professional lives. As part of these processes, the role of media and communication devices, and what we actually understand by media and communication is profoundly changing. The DMS programme is situated at the leading edge of these developments, including strong research and media practice elements. It qualifies students for decision-making positions in a datafied society. Our alumni today shape the digital transformation in the media and tech industries, and work in various capacities within businesses, NGOs and governmental institutions.



TITLE ON GRADUATION
Master of Arts (M.A.)

TEACHING LANGUAGE
English

FEES
**No tuition fees, only
administration fees**

PROGRAMME DURATION
2 years (full time)

PROGRAMME START
Early October

APPLICATION PERIOD
February 01-March 15

Profile

Interdisciplinary

The M.A. Digital and Society is interdisciplinary at its core. The faculty consists of professors and postdocs ranging from media and communication and cultural studies, to computer science, education, film studies, history, and religious studies.

Research Focus & Methods Training

Students receive intense research methodology education with a hands-on approach along with theoretical input. The curriculum enhances students' competencies in both qualitative and quantitative methods.

On the Job: Media Practice

The M.A. Digital Media and Society qualifies students for decision-making positions in a datafied society. Already during your M.A. we support your career with internships and media practice courses being part of the programme.

Mentoring

Each student is mentored by a professor who offers regular 1:1 conversations and accompanies the student throughout the programme. The mentorship programme ensures that students have spaces and opportunities to articulate questions and problems.

Programme Structure

Semester	1	2	3	4
Compulsory area	12 A.1 Digital Media	12 A.2 Digital Society	12 A.3 Digital Literacy	27 MASTER THESIS D.3 Module Master Thesis (incl. colloquium)
	CORE AREA IN MEDIA & COMMUNICATIONS		6 A.4 Independent Study	
	12 D.1 Methods			
	INTEGRATION AREA		12 D.2 Researching Digital Media & Society	
Elective area	SUPPLEMENTARY AREA			
	9 B.1 Media Informatics	Pick 3 out of 4		9 B.2 Further opt. module
	PRACTICAL AREA			
	9 C.2 Media Practice			9 C.1 Media Internship
Points	30	30	33	27

Admission & Fees

Admission Requirements

Admission to the M.A. programme requires a BA with substantive elements of communication and media studies, and English language skills at C1 level.

More Details:

↓ [Admission Regulations \(pdf\)](#)



Fees

No tuition fees.

There is an administrative fee of 400€ per semester, which already includes a flat rate ticket for public transport in the greater region.

Application Procedure

Application via <https://www.uni-bremen.de/en/master.html> between **February 01 and March 15** for in-take in the next academic year (starting early October).

In addition to formal certificates, we ask you to submit a motivation letter (max. 2 pages) that articulates why you wish to be admitted to the M.A. Digital Media and Society in Bremen.

Career

The programme M.A. Digital Media and Society supports students' career development before and after graduation. The curriculum is designed to equip students with theoretical knowledge and practical experience to enable them to face the socio-technical challenges of the digitalised world. Already during their education, students have the opportunity to gain relevant work experience in the media field and build their professional network in advance - without any disruption of their education.

Our former students today shape the digital transformation in the media and tech industries, and work in various capacities within businesses, NGOs and governmental institutions.



International

International Profile and Students

The M.A. programme Digital Media and Society has a strong international profile. The vast majority of our students is international, with currently more than 25 origin countries and all continents represented. The programme is fully taught in English. The Centre for Media, Communication and Information Research (ZeMKI) hosting the programme provides a highly international research context for your studies.

International Study Exchange

Our students have plenty of opportunities to integrate a study period abroad during this M.A. programme. We have partnerships with dozens of universities in Europe and beyond, ranging from Aarhus to Barcelona, and from Istanbul to Zurich. In addition, students from these partner universities routinely enjoy study periods with us in Bremen adding even more to the international culture of the study programme.

 [More infos on International Study Exchange](#)

Research at ZeMKI

The DMS programme is hosted by ZeMKI, the Centre for Media, Communication and Information Research (ZeMKI) at the University of Bremen. We do interdisciplinary research with a focus on transformations in media, communication and society, organised in Labs (selection).

“Datafication and Mediatization”,
Prof. Dr. Andreas Hepp

“Digital Communication and Information Diversity”,
Prof. Dr. Cornelius Puschmann

“Media and Religion”,
Prof. Dr. Kerstin Radde-Antweiler

“Platform Governance, Media, and Technology”,
Prof. Dr. Christian Katzenbach

“Political Communication and Innovative Methods”,
Prof. Dr. Stephanie Geise

“Socio-technical systems and critical data studies”,
Prof. Dr. Andreas Breiter

“Media Change and Long-Term Transformation Processes”,
Prof. Dr. Christian Schwarzenegger



Programme Team



Prof. Dr. Christian Katzenbach
Programme Director



Selim Başoğlu
Programme Advisor



Ivan Gorkovenko
Student Consultant



Dr. Cornelia Driesen
Media Practice
Coordinator

Contact

 dms@uni-bremen.de

 [https://zemki.uni-bremen.de/
studium/ma-digital-media-
and-society/](https://zemki.uni-bremen.de/studium/ma-digital-media-and-society/)

