

KNOWLEDGE CREATES QUALITY.

JOURNALISM IN THE MEDIA CITY OF HAMBURG

WHY STUDY JOURNALISM?

A university degree is often a prerequisite for starting a career in journalism today. Applicants who haven't completed their academic studies have the odds stacked against them. After all, journalism is **not just a matter of pure talent**, but rather a demanding and challenging craft that requires a sound academic education.

The Journalism degree programme offered by the **Institute of Journalism and Communication Studies (IJC)**, part of the School of Business, Economics and Social Sciences at the University of Hamburg, provides this vital education. It **combines theory and practice**, academic reflection and journalistic work. Students acquire the core journalism skills: how to find relevant topics and issues, do thorough research, conduct professional interviews and make content "audience-friendly" and appealing to the public.

Furthermore, the scientific **background knowledge** is taught as well: In the master's degree programme, students learn about the political and economic mechanisms of the media system. They learn what factors determine the selection of topics and content, and how broadcasts, programmes, articles and online products affect the audience.

This combination of professional journalistic know-how, research-oriented background knowledge and the ability to continuously reflect on and optimise their own actions gives students in the "Journalism and Communication Studies" master's degree programme the decisive **advantage** over graduates of other study courses, traditional traineeship programmes or journalism schools.



WHAT ARE THE OBJECTIVES AND COMPONENTS OF THE MASTER'S DEGREE PROGRAMME?

The objective of the educational programme at the IJC is to foster, promote and support **high-quality journalism**. "We are committed to this guiding principle," explains Dr. Volker Lilienthal, professor and Academic Director of the M.A. course, "because good journalism that is perceived as valuable by the public requires the effort and dedication to obtain and provide a comprehensive view of reality. Journalism that stands out from the average media products due to solid and extensive research, a fair, but also distanced approach to the subjects and content of the reporting, intelligent understanding of the issue, linguistic detail and accuracy, along with brilliance to boot and a neutral, but if necessary, also critical account."

In a media landscape in which the messages of PR strategists and the limited horizon of search engines are having an increasing influence on reporting, the "Journalism and Communication Studies" master's degree programme educates journalists for whom thorough research and investigation, impartial evaluation of the facts, professional scepticism, understandable communication to the audience and independent judgement are the foundation of their career. The master's degree programme thus qualifies and prepares students for a **broad spectrum** of jobs and tasks in the world of media.

Quality journalism requires knowledge, competence, ability, persistence and passion. These essential skills and prerequisites are imparted by a university education that is unswayed by commercial interests and editorial constraints. The Journalism and Communication Studies programme offers the **opportunity and freedom** to learn, explore, practice, engage in academically and scientifically sound debates, and also conduct critical, analytical and self-critical evaluations.

An essential component of the programme comprises the courses on **empirical journalistic research**, for which the IJC has earned a distinguished international reputation. These courses address the working conditions of journalists, the journalistic impact, management of the flow of information, as well as the influencing factors and drivers of the media system. These tools and knowledge enable students to analyse data and statistics, assess expert opinions and enhance their reflective skills, while providing inspiration and a broad array of ideas for their own research projects as well.



The relatively small size of the M.A. programme ensures **personal contact** with the instructors and close relationships with fellow students. Instead of large "chalk and talk", teacher-centred classes in an overcrowded lecture hall, the focus is on small seminar groups and giving students the guidance and tools for **independent project work**.

HOW DOES THE PROGRAMME BRIDGE THE GAP BETWEEN THEORY AND PRACTICE?

First, the "Journalism and Communication Studies" master's degree programme consists of **seminars** that include practical exercises and tutorials which provide students with the relevant journalistic tools while also expounding on the academic and scientific reflection of the media practice. Secondly, students benefit from the experience of seasoned **professionals** from the media city of Hamburg, who are brought in as visiting lecturers. Third, in the course of **project workshops**, students are given the opportunity to focus on specific aspects and tasks, which range from print journalism and the production of radio broadcasts up to online editorial work, website journalism and book publication.

Moreover, the master's programme integrates the **latest research findings** and communication studies methods. It trains and enhances the systematic reflection skills used in journalistic research and preparation and for analysing facts, topics and content. In addition, students acquire valuable **background knowledge** for their professional career.

In the elective module of the programme, students select from any of the courses offered at the University of Hamburg that meet their interests and deepen their knowledge of topics and subject areas – whether it be in the field of biology, economics or political science. In the final phase of the programme, the students write a master's thesis; graduates earn a **Master of Arts** degree.

[www.wiso.uni-hamburg.de/
ma-journalistik-kommunikationswissenschaft](http://www.wiso.uni-hamburg.de/ma-journalistik-kommunikationswissenschaft)

WHAT DOES THE CITY OF HAMBURG HAVE TO OFFER YOU AS A STUDENT?

High quality of life: The port and the Elbe River lend the city a maritime flair, while the shores of the Alster River are ideal for long walks. Today, upscale houses shape the character of the metropolis just as much as the St. Pauli district or the student milieu around the university, which is located close to the city centre.

An inspiring media scene: Hamburg is one of the most important media hubs in Germany. The *Der Spiegel* news magazine and *Die Zeit* weekly newspaper are based in Hamburg, and the city is home to the *Norddeutscher Rundfunk* public radio and TV broadcaster, publishers such as *Gruner + Jahr* and *Bauer*, and the *Axel-Springer* multimedia and publishing company.

The Institute's central location in the lively media city is ideal for the IJC's cooperation projects and for integrating high-profile professionals into the university's academic programmes. For students, there is a wealth of opportunities to establish personal contacts and to gain hands-on insight into the field of journalism through **internships**, work experience and freelance jobs.



WHAT ARE THE PREREQUISITES FOR THE PROGRAMME?

The two-year Master's Degree Programme in Journalism and Communication Studies starts at the beginning of each winter semester. We expect you to

- have a first (undergraduate), professionally qualifying **college or university degree**, with above-average grades, in the subject of journalism, media studies or communication studies or in a social science subject that includes journalism/communication studies courses;
- be knowledgeable in **empirical social research methods**, with a minimum of 9 ECTS credits;
- be **proficient in the English language**;
- provide certified proof of **completed internships** – lasting for a total of at least eight weeks – in journalism, public relations (PR) or media research; a minimum of four weeks of the internship must have been in the field of journalism.

Application period: 1 June to 15 July of each year.

WHERE CAN I GET MORE INFORMATION?

For further information about the master's degree programme in Journalism and Communication Studies, the content of the programme, prerequisites and application requirements, please contact:

University of Hamburg / Universität Hamburg

School of Business, Economics and Social Sciences

Office of Academic Affairs of the Social Science Department

Programme Coordinator: Journalism and Communication Studies

Allende-Platz 1

20146 Hamburg, Germany

www.wiso.uni-hamburg.de/

ma-journalistik-kommunikationswissenschaft

E-mail: ma-jkw@wiso.uni-hamburg.de



Fachbereich
Erziehungswissenschaften
(School of Education, Psychology
and Human Movement)
Von-Melle-Park 8 / VMP 8

Fachbereich
Sozialwissenschaften
(Department of Social Sciences)
Allendeplatz 1 / AP 1

Fachbereich
Sozialökonomie
(Department of Socio Economics)
Von-Melle-Park 9 / VMP 9

Fachbereiche Betriebswirtschafts-
lehre und Volkswirtschaftslehre
(Departments of Economics and
Business Administration)
Von-Melle-Park 5 / VMP 5

Uni-Hauptgebäude West-Flügel
(Main University Building,
West Wing)
Edmund-Siemers-Allee 1 / ESA 1

Regionales
Rechenzentrum
(Computer Center)
Schlüterstraße 10 / RRZ

„Philosophenturm“
(Department of Philosophy)
Von-Melle-Park 6 / VMP 6

AudiMax
Von-Melle-Park 4 / VMP 4

Mensa

Staats- und
Universitätsbibliothek
(National and
University Library)
Stabi/SUB
Von-Melle-Park 3 / VMP 3

Uni-Hauptgebäude
(Main University Building)
Edmund-Siemers-
Allee 1 / ESA 1



JOURNALISM AND COMMUNICATION STUDIES

MASTER'S DEGREE PROGRAMME

MASTER OF ARTS



www.wiso.uni-hamburg.de/ma-journalistik-kommunikationswissenschaft



Universität Hamburg
DER FORSCHUNG | DER LEHRE | DER BILDUNG

School of Business, Economics
and Social Sciences

