



**UNIVERSITÄT
ERFURT**

Faculty of Philosophy

MASTER (M.A.)

**Global Communication:
Politics & Society**

COURSE DETAILS

The Master's program "**Global Communication: Politics and Society**" is an **English language** consecutive degree dealing with **media systems and communication cultures in international comparison**. It focuses on **multilayered political, social, cultural and historical approaches**.

Classical fields of research in social and political communication as well as media communication are framed **in global perspective**. The MA program is innovative in that it considers global communication through international comparison rather than as isolated national processes. In the courses, special emphasis is placed on the equal inclusion of the Global North and South as well as communicative interactions. In addition, processes of international cross-border communication, foreign reporting and the globalization of lifeworlds are addressed. The effects of media content, interpersonal communication and current trends in media use are also dealt with. As a result, sensitivity for the common communicative challenges of the world is growing.

Exemplary issues and fields of application are:

- the role of media in democracies, political transitions, in wars and conflicts in different regions of the world (i.e. foreign reporting, war and crisis communication);
- the interplay between media and globalization (i.e. information society, global entertainment culture, global public sphere);
- media developments in Asia, Africa, Middle East and Latin America;

DURATION

4 semesters

DEGREE

Master of Arts (M.A.)

FORM OF STUDY

full-time or part-time

BEGIN OF STUDIES

winter semester

REQUIRED COURSEWORK

120 LP/ECTS



- migration and the public sphere (i.e. hate speech, racism, intercultural communication);
- globalization and everyday communication (i.e. communication and tourism);
- communication in Islamic-Western relations (i.e. media and stereotypes, diplomacy communication, terrorism as a communication strategy);
- global business communication (i.e. corporation networks, marketing and culture);
- contemporary changes in media production and usage in international comparison (i.e. journalism and ethics in global perspective).

While the program is primarily oriented towards the **social-sciences**, it also takes into account approaches from the fields of **cultural studies**. Besides developing academic research skills and learning quantitative and qualitative empirical methods, students will acquire knowledge of academic communication consultancy.

CAREER

The Master's program prepares students to work in the professional **fields of academic or commercial social research, market analysis and media research**. Moreover, students will be qualified to work in various professions in the **fields of journalism, public relations and academic communication consultancy for politics and society**, for example in ministries, foundations and NGOs.

Due to the research-oriented specialization, students may also aim at an **academic career**. For this purpose, the program provides an optional "fast-track"-pro-

gram for PhD-students. Owing to the focus on global comparative research perspectives and consultancy skills in international contexts, the program opens up further professional fields at home and abroad.

CURRICULUM

The Master's program consists of **one mandatory introductory module** in the 1st semester that covers both **theories and methods of global comparative media and communication research**.

In the 2nd and 3rd semester, students choose four **optional compulsory modules** in the fields of **a) politics, b) society and c) media** and two **optional modules in empirical methods**. An accompanying module introduces **communication consultancy**, which is followed by an **internship at home or abroad**. The 4th semester will be devoted to the **Master's thesis**.



INTERNSHIP

The program includes an internship in an **internationally oriented political, commercial or civic institution**. The internship provides students with the opportunity to learn and apply **academic communication consultancy skills in practice**. The search for appropriate internship positions will be supported by the program.

STUDY ABROAD

It is advisable to **spend one semester abroad**. The 3rd semester offers an ideal optional window of mobility. University partnerships exist with both **European and non-European countries**, for example with Spain, Estonia, Lithuania, Switzerland, the Netherlands, Portugal, Italy, Indonesia, South Africa and the USA. Individual consultation will be offered by the program.



I enjoy especially the deep debates we often have during lectures. There, I was able to engage in healthy exchanges with my course mates from diverse backgrounds; an experience I consider to be a GIFT.

Chelsea Mah Tibi
(Cameroon)

ADMISSION REQUIREMENTS

The prerequisite for admission to the program is a relevant **Bachelor degree in the area of media and communication studies or journalism studies**. If students have a degree in another subject area within the social sciences, proof of basic knowledge of media and communication subjects and issues is required. Furthermore, **prior knowledge of empirical methods** is necessary (12 ECTS). Admission to study in the program requires the **successful participation in the selection procedure**, which includes a **personal interview**.

LANGUAGE PROFICIENCY

The curriculum will be **taught in English**. Therefore, very good English proficiency is required in order to successfully follow the program. Students from abroad should study German before and during their studies so that they can benefit from additional events or courses at the University. Furthermore, basic German skills facilitate living in Germany. **German courses can be taken** at the Language Center of the University of Erfurt.

APPLICATION

The application period for the winter term starts on **January 1 and ends July 15** and will be continually processed. All applications are submitted digitally via an **online application portal**. Early application is strongly recommended given lengthy visa processes.

www.uni-erfurt.de/bewerbung

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What makes the MA Global Communication so unique is its truly global orientation, which shows both in the widening of its academic lens to include often woefully overlooked regions, societies and media systems of the world and in the wonderfully diverse cultural, academic and personal backgrounds of its students.

Till Holland (Germany)

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FURTHER INFORMATION

-  www.uni-erfurt.de/go/globcom
-  MAGlobalCommunication
-  Global Communication: Politics and Society

STUDENT ADVICE SERVICE

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CONTACT

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