

# Media Studies

## Bachelor of Arts

The HBK Braunschweig offers its **Bachelor degree programme in Media Studies** in collaboration with the Technische Universität Braunschweig (TU Braunschweig). Students benefit from this interdisciplinary programme that unites the advantages of an arts university with those offered by a technical university. The 'Braunschweig model', unique in Germany, combines the following core areas in one degree programme: cultural studies, communication studies and media technology. Students gain insights into the function, production, structure, aesthetics, effects and use of media, while deepening their personal experience through practical projects.

The degree programme is structured around core modules in media-specific cultural studies, communication studies and media technology. In the area *Media Contexts* students can select modules exploring, for example, media law, business and economics, art history and aesthetics, sociology and media psychology. To hone each students' academic profile further, the degree programme is combined with a minor subject.

### What happens after graduation?

Increasingly, the media sector integrates content, technology and business activities. Graduates are expected to have developed skills in more than one discipline. With its innate interdisciplinary structure, the Bachelor course equips graduates with the skills they need for employment in a variety of different fields. By selecting a minor subject and a specialist area, students can make their own choices as to their future career path.

Successful graduates are eligible to apply for a place on the HBK Braunschweig's Master of Arts in Media Studies or the TU Braunschweig's Master in Media Technology and Communication, or for media-related Master's degrees at other universities.



Editor HBK Braunschweig, communication and media design Katharina Gattermann & Nina Peßer  
picture visitors in front of the artwork "DIY 'HIER' (BYOV)" made by Kevin Schmidt  
photograph Hauke Burghart data status January 2021

## Information

### Degree programme

Bachelor of Arts

### Standard period of study

6 semesters

### Choice of minor subjects

At *HBK Braunschweig*: Art History and Aesthetics, Visual Communication

At the *TU Braunschweig*: English Studies, German Language and Literature, Computer and Communications Systems Engineering

### Compulsory Modules

Introduction to Media Studies, Media Theory and History, Media Analysis, Theories, Models and Methods in Communication and Media Studies, Mathematics for Media Studies, Introduction to Electronics for Information Technology, Programming, Introduction to Information Technology, Professionalisation, Internship. Students can choose from a variety of elective modules where they can deepen their understanding and practice in the core areas Media Culture, Communication Studies and Media Contexts, and Media Technology.

### Teaching language

German

### Course type

Full-time course

### Course Commencement

Winter semester

### Application Period

Annually from 1 June to 15 July

### Admission Restriction

Yes

## Contact

HBK Braunschweig

Zentrale Studienberatung

Johannes-Selenka-Platz 1

38118 Braunschweig

Telephone +49 (531) 391 92 69

Email: [studienberatung@hbk-bs.de](mailto:studienberatung@hbk-bs.de)

<http://hbk-bs.de/studium/zsb/>

## Entry Requirements

- / General or subject-specific higher education entry qualification, vocational technical diploma in design, or equivalent qualifications and skills gained through work experience and attested through a relevant certificate of access to higher education
- / Students whose first language is not German require a certificate of German language proficiency.
- / Students who select English Studies as a minor subject must provide proof of English language proficiency.
- / Students who choose Visual Communication as a minor subject must provide separate proof of special artistic aptitude. (If you wish to take this module, you must submit your application between 1 February and 15 March.)

Application Period: Annually from 1 June to 15 July

## Application process

Application and allocation of places takes place at the Institute of Technology (*TU Braunschweig*) in two stages:

1. Submission of online application via the TU Braunschweig website
2. Submission of hard copy application by 15 July to the TU Braunschweig

The TU Braunschweig uses a university-internal selection process to allocate places for Media Studies as a major subject plus the selected minor subject. You can find more information about the internal selection process, waiting times, special quotas and statistics for previous years on the TU Braunschweig website. It is not necessary to submit a portfolio of artwork.

For students who select Media Studies as a minor subject, places on the degree course are awarded on the basis of the criteria that apply to their chosen major subject.

## Note

Applicants for the Media Studies degree programme should have an affinity to media, should enjoy engaging with academic texts and be open to new, unfamiliar media formats and forms. They must demonstrate advanced mathematical knowledge and be prepared to extend their knowledge in this area.

Both the HBK and the TU Braunschweig offer a broad spectrum of events relating to media practice. Students gain practical skills and experience in video production, creative imaging and graphic design, creating radio pieces, journalistic writing and event management. During their studies, it is possible to participate in an internship, and students can also build in a semester studying abroad at one of our partner universities.

Media Studies as a minor subject can be studied in combination with the following majors: Art History and Aesthetics (HBK), Performing Arts (HBK).

If you have questions about the Media Studies programme, you can book an advice session with our Media Studies Coordination Office ([koordination.mewi@hbk-bs.de](mailto:koordination.mewi@hbk-bs.de)).

Applications for the collaborative degree programme should be submitted to the TU Braunschweig.

Applicants who select Performing Arts as their minor subject should submit their application to the HBK Braunschweig.