Integrated Media (M.A.)

**General information**

**Start:** Winter and Summer semester

**Duration:** 4 semesters

**Degree:** Master of Arts

**Application and enrolment**

**Admission requirements**
The admission requirement for a Master’s degree programme is usually an undergraduate degree or equivalent qualification in the same or a closely related field of study and proof of professional and personal suitability.

For further information regarding admission requirements (e.g. German language requirements) and the admission application, please refer to the Admission Regulations.

**Application**
Applicants with German university entrance qualification: Submit an online application via the University of Oldenburg.

EU and international applicants:
Submit an application via uni-assist e.V.

For more detailed information and deadlines, refer to: www.uni-oldenburg.de/en/students/application-and-enrolment

**Further Information**

**Homepage**
www.uni-oldenburg.de/integratedmedia

**Courses of Study**
www.uni-oldenburg.de/en/students/degree-programmes

**Funding**
www.uni-oldenburg.de/studium/finanzierung

**Your contact persons**

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The ever-advancing mediatization in our modern societies largely determines the forms of communication in everyday life, work, leisure and the arts. With each new advance, technical developments continue to change the structures and forms of production, organization, dissemination and appropriation of media. Media content is now produced and appropriated in convergent and inclusive contexts. In modern media productions, image and sound-related fields cannot be regarded as isolated spheres. This applies equally to the production, distribution and process of their use, handling and consumption. In educational contexts, these developments require new approaches to teaching and mediation.

The Integrated Media Master’s programme in response to these developments and focuses its attention on the academic study of artistic forms (e.g. media arts, music videos), cultural practices (such as online communities) and legal challenges (e.g. copyrights in our information societies), which have become relevant technologically, aesthetically and economically in the wake of media convergence and interactivity. The objectives of the programme are both artistic and economically oriented media productions and processes. Training is geared to the dynamic professional practice in various aspects of media relations and allows a comprehensive understanding of the challenges present in the relevant fields of activity.

As an interdisciplinary programme, the Master’s is administered by two institutes within the School of Linguistics and Cultural Studies: the Institute of Music and the Institute of Art and Visual Culture.

The Integrated Media Master’s programme teaches the following knowledge and skills:

- knowledge of current developments in integrated image and sound-related aspects of media, their aesthetic qualities, economic foundations and legal frameworks
- the ability to produce both artistically and economically oriented media processes
- knowledge of media theory, media practice and organizational/communication skills

**Programme structure and content**

During the four-semester degree programme, you will earn a total of 120 ECTS credit points, consisting of a total of seven course units, each worth 15 ECTS. The Master’s thesis is worth 30 ECTS. The programme results in a Master of Arts.

The degree programme consists of the following course units:

**Compulsory course units**

- Artistic-technical media skills 15 ECTS
- Media analysis 15 ECTS
- Media management/Media law 15 ECTS
- Media experimentation and teaching 15 ECTS

**Compulsory elective (1 course unit)**

- Media theory and history: Focus on Visual Media 15 ECTS
- Media theory and history: Focus on Audio Media 15 ECTS
- Area of specialization 15 ECTS
- Master’s thesis course unit 30 ECTS

The core areas of the Integrated Media Master’s programme are the art and music-related course units offered by the Institute of Music and the Institute of Art and Visual Culture, particularly the course units dealing with artistic and technical media skills and media experimentation and dissemination. The focus is on exercises in multimedia, image/video and sound editing, the objective being the creation of artistic and technical productions and/or academic and artistic works.

The compulsory elective course unit Media Theory is offered with a focus on either visual media or audio media. In order to allow for academic diversity and necessary specializations, one of said course units can be selected, though each of the course units also incorporates interdisciplinary aspects.

Lectures on media economics and media law will be covered through course units offered by School of Computer Sciences, Law and Economics and supplemented by special events, project tutorials, workshops and guest lectures in the subjects of Music, Art and Media.

The media analysis course unit explores the complex design forms and perception of visual and auditory elements in various media contexts (e.g. sound design, audio drama music, music videos, film score, performances, video installations, integrated phenomena of media art).

An area of specialization (foreign languages, key qualifications, project management, free-choice course unit) is part of the curriculum. Internships and their accompanying courses are included as such.

All the above-named course units will be completed during the first, second and third semesters. In the second or third semester, there is also the possibility to study abroad at a university with similar degree programmes or to transfer to another German university or college to take advantage of some excellent offers. In the fourth semester, the final course unit is completed with a Master’s thesis and colloquium.

A special feature of the programme is the cooperation with non-university media institutions in the region, such as the Edith-Ruß-Haus for Media Art in Oldenburg, public and private broadcasters as well as transregional networks and associations.

**Potential career paths**

The Integrated Media Master’s programme trains professionals qualified for a range of media-related jobs in institutes and projects consisting of media production and teaching, including radio, film, online media, media agencies, media labs and studios, media arts festivals, labels, networks, projects, associations, industry representatives, etc. The permanent changes in these professional fields require commitment to independent and unusual approaches, initiative and a willingness to take calculated risks.