



Facts and figures

Start: Winter semester
Duration: 4 semesters
Degree: Master of Arts
Language: German
Admission restricted

Application and enrolment



Admission requirements

General admission requirements:
www.uol.de/stud/311en

Language skills:

German native speaker or DSH 2

Application

Application deadline: 15 July

German university degree:

Online application
www.uol.de/studium/bewerben/master

EU or international applicants:

www.uol.de/en/application/international-students/master

Contact

For questions about the subject/degree programme

Academic counselling for Integrated Media
www.uol.de/en/subject-specific-student-advice

Student representatives for Integrated Media

www.fs-im.uni-oldenburg.de
fs-im@uni-oldenburg.de

For questions about your studies

Study and Career Counselling Service
www.uol.de/en/zskb

Basic questions about application and enrolment

Student InfoLine
Phone +49 441 798 - 2728
study@uol.de

Visitor address

Student Service Centre – SSC
Haarentor campus, building A12
26129 Oldenburg
www.uol.de/en/students/service-advice

Further information

Integrated Media website

www.uol.de/integratedmedia

Degree programmes at the University of Oldenburg

www.uol.de/en/students/degree-programmes

Financing your studies

www.uol.de/en/students/fees/financing-your-studies

Optional period abroad

www.uol.de/en/going-abroad

Published by

Study and Career Counselling Service, Division 3
Last updated: 10/2024, reviewed annually

Carl von Ossietzky
Universität
Oldenburg

Integrated Media

Master's degree



Integrated Media (M. A.)

Dynamic media development processes determine our experiences and forms of communication in our private and professional lives as well as during recreation and cultural activities. Every advance in technical development changes the structures and forms of media production, organisation, communication and consumption. Today, media content is produced and consumed in convergent and integrative contexts. Therefore, we cannot consider visual and auditory work fields in media production in isolation from each other. These developments define the reference points for the teaching, internships and Master's thesis in this programme.

The Master of Integrated Media is designed as an application-oriented study course as well as a Cultural Science programme with a focus on media. It is conducted to equal parts by the Institute of Music and the Institute of Art and Visual Culture. The study programme is very wide-ranging, tackling the production and analysis of art forms (e.g. animation, sound, media art, music videos), practices in media culture (e.g. internet communities), legal challenges (e.g. copyright in the information age) and economic aspects of increasingly international media markets (e.g. sustainability).

Unlike study programmes for specific professions, Integrated Media enables students to develop an understanding of the overall sphere of integrated media so that they can reflect on media practices.

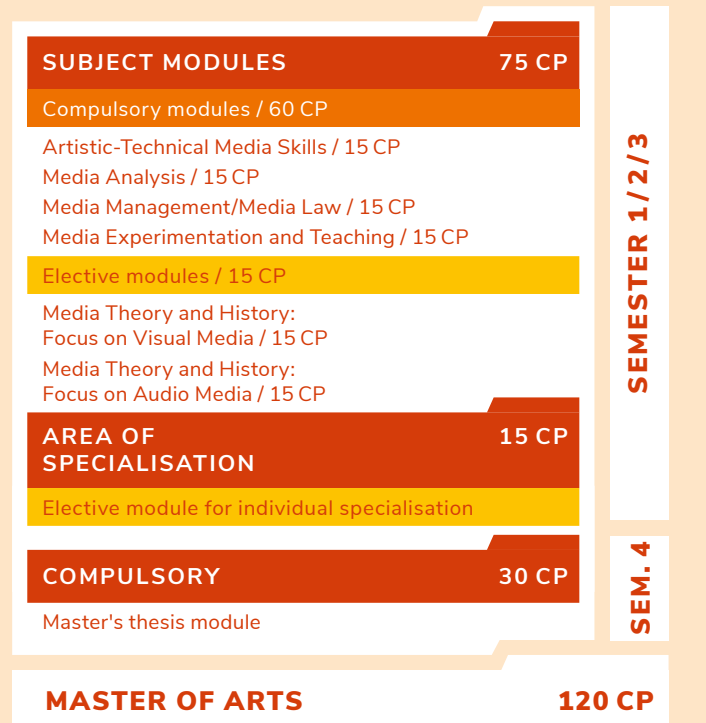
Career opportunities

Graduates can work in institutions and projects for media production, distribution and reception:

- Radio, film, Internet
- Media agencies, media labs, studios and labels
- Media art festivals, media education
- Networks, projects, associations, industry bodies etc.

The permanent state of change in these fields of work requires a high level of enthusiasm for working independently in unusual areas, with substantial own initiative and willingness to take risks.

Structure and contents



Specialisations

The elective modules available are Media Theory and Media History, with a focus on either visual media or audio media. The modules, which all feature intermedia aspects, offer a large variety of study focuses. Students can choose one of the modules to support their specialisation.

Media Management and Media Law is taught in lectures provided by School II – Computing Science, Business Administration, Economics and Law – supplemented by special classes, lectures, workshops and guest lectures in the subjects music or art and visual culture.

Regular lectures presented by media professionals give students insights into future fields of work. There are established cooperation

projects with the Edith-Russ-Haus für Medienkunst Oldenburg and Oldenburg Eins, a radio and TV station for Oldenburg and the region.

The area of specialisation (foreign languages, key qualifications, project management, freely selectable modules) is part of the curriculum. Students complete internships supported by mentoring during this phase.

The Master's thesis can be in the form of an academic-artistic work (e.g. audio feature, documentary or found-footage-film).

Every two years, the department organises a meeting with alumni that gives students an opportunity to gain insights into the professional world of media. These events can also provide us with new information so that we can if necessary adjust our programme to reflect current requirements.

The course is characterised by close personal interaction between teaching staff and students. By joining the body of student representatives for Integrated Media, students can contribute to the university decision-making process and exercise their democratic right of participation.

Language skills

Within their specialisation area, students can take advantage of the programme offered by the Oldenburg Language Centre.

Stay abroad

At any time, students can spend a period abroad through various Erasmus exchange programmes.

Double Master's degree

The Master's degree programme in Integrated Media can also be studied as a double Master's degree alongside other Master's degree programmes (e.g. Musicology or a Master of Education). Modules can also be credited for both degree programmes. This should be discussed individually in advance with the degree programme coordinator.