
MEDIA

**MEDIEN-
KULTUR**
B.A.

(Media Studies)

*English
version*

DEGREE PROGRAMME »MEDIENKULTUR«

Are you interested in learning and developing new ideas for the analysis and observation of the media and cultures? Do you want to gain an interdisciplinary background, while applying and experimenting with what you've learned? Then come to Weimar!

The Bachelor's degree programme »Medienkultur« (Media Studies) is a fundamental discipline within the humanities. This is why Weimar continues to expand the research opportunities, areas of application and professional activity for media (agents) in their diverse contexts.

Through the connection to Media Management and Computer Science and Media within the Faculty, an interdisciplinary study environment is thus formed. There are also connections beyond the Faculty to the degree course »Medienkunst/Mediengestaltung« (Media Art and Design) at the Faculty of Art and Design. This is also anchored in the curriculum.

The Bachelor's degree programme »Medienkultur« is accredited by the quality assurance institute ACQUIN.

»Media fosters perception and accompanies all that we do. Media produces and disseminates knowledge. Media is an active participant in society and culture. Together with our students, we scientifically examine the various roles of the media and always look forward to benefiting from our students' experience, insights and arguments. We invite you to join us and receive professional training at one of the leading institutions of research and study. The Bauhaus Experiment!« *Director of the degree programme in »Medienkultur«*

For more information on this programme, please visit:

www.uni-weimar.de/mediastudies.

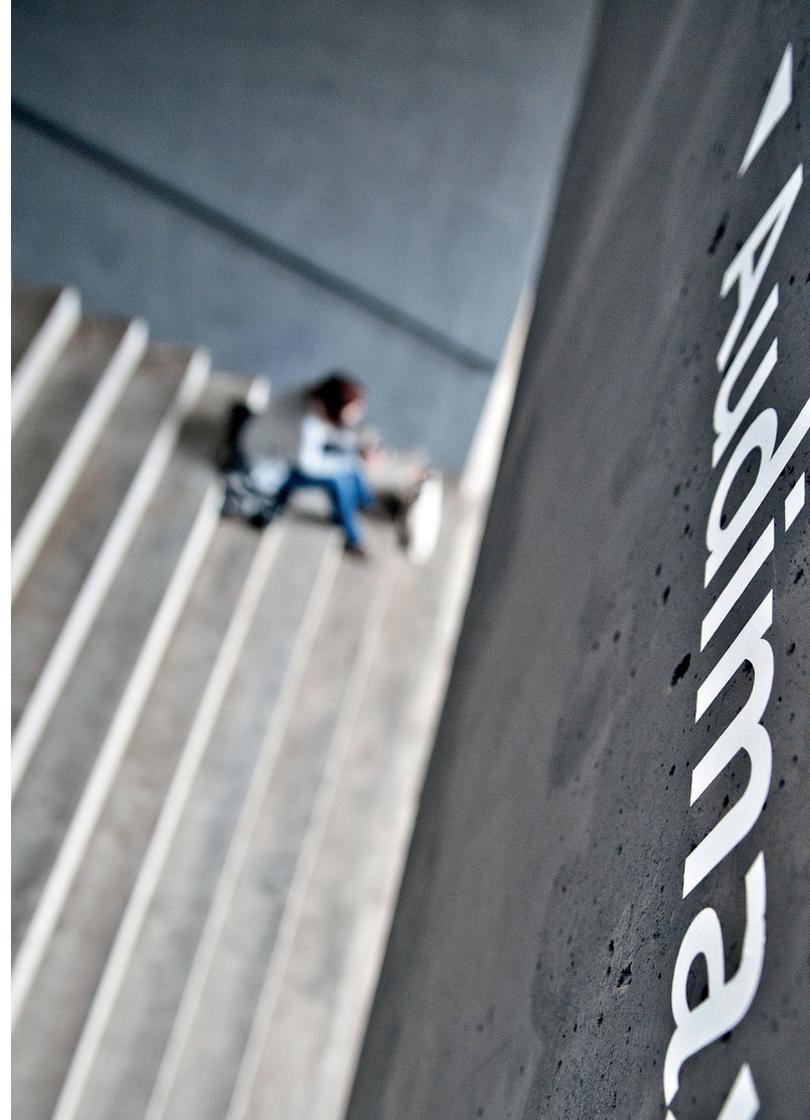
The Faculty of Media also provides students in the Bachelor's degree programme »Medienkultur« the opportunity to participate in the binational dual-degree course in »Europäische Medienkultur« (European Media Studies). In cooperation with the Université Lumière Lyon 2, special courses have been created to teach students to scientifically describe, analyse and critically reflect on the development of European culture within the system of the media. The goal of the programme, which is funded by the Deutsch-Französische Hochschule, is to offer students a media-specific education of a European scope. Students take courses at two universities in two different languages. They experience two cultures and two academic systems, and in the end, attain a German and a French university degree.

For further information, please visit:

www.uni-weimar.de/emk



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WHAT DOES THE PROGRAMME OFFER?

The goal of the Bachelor's degree programme »Medienkultur« is to provide students the basic scientific tools for dealing with media and culture, its processes, structures and products. Students gain the discursive, analytical-critical, historical, theoretical, organisational and practical skills necessary for pursuing concept- and knowledge-oriented careers in the media and cultural sector. This includes attaining an adequate level of media mastery. Independent, cooperative, responsible and innovative work is especially encouraged through project-oriented study. In contrast to other academic forms, project-oriented study is characterised by close student collaboration on individual projects within small groups.

The Bachelor's degree programme »Medienkultur« focuses on the following areas:

- _ Media and Cultural Theory
- _ Media and Cultural History
- _ Media Philosophy
- _ Film Studies and Visual Studies
- _ Microeconomics and Management

- _ Sociology and Media Law
- _ Media Worlds and Cultural Technologies
- _ Archive Theory and Cultural Memory

The degree programme is divided in two parts: the fundamental stage and the advanced study stage. During the first two semesters, students complete introductory and study modules which provide them with the subject-related and methodological fundamentals of the Bachelor's degree programme and ensure a systematic orientation. This is followed by a four-semester advanced-study stage, which includes projects and study modules and the Bachelor's thesis module. The programme also requires students to complete a practice module comprised of an artistic-practical project in the »Medienkunst/Mediengestaltung« degree programme, or an internship outside the university for the duration of twelve weeks. It is possible and encouraged to participate in a study abroad during the fourth or fifth semester at one of our many partner universities.

The standard period of study is six semesters for students in the Bachelor's degree programme »Medienkultur«. After successfully completing and presenting their Bachelor's thesis, students are awarded the »Bachelor of Arts« (B.A.) degree by the Faculty of Media.

HOW DO I APPLY?

If you are interested in acquiring interdisciplinary media competence, knowledge about the formats and changes in film and television, and deeper insight into basic media-theoretical and cultural-historic issues, then you are ideally suited for this Bachelor's degree programme.

The admissions requirements for this degree programme consist of a university entrance qualification or equivalent academic qualification, together with an aptitude test. The latter is a process that is governed by the following criteria: (a) average grade in the university entrance qualification; (b) average score in English, German and History; (c) a two-page letter of motivation; (d) a course-specific professional qualification (if applicable). A preparatory internship is recommended.

Candidates may only be admitted to this Bachelor's degree programme in the winter semester. For upcoming application and registration deadlines, as well as access to the online application portal, please visit: www.uni-weimar.de/mediastudies.

If you have any other questions, please contact a faculty advisor at Bachelor »Medienkultur«:
mk-info@medien.uni-weimar.de

Bachelor »Europäische Medienkultur«:
emk-info@medien.uni-weimar.de.



WEIMAR FOR STUDENTS

Weimar has a long tradition of beginning new things. Student life resembles a contemporary microcosm influenced by the great historic avant-garde; German democracy, the Bauhaus and the Weimar classical era all began here. Weimar is home to numerous events and cultural projects, e.g. temporary showrooms, project workshops, the university gallery »marke.6«, the student-organized soap-box derby SpaceKidHeadCup and the backup short-film festival, organized by students. These are accompanied by the cultural spectrum of Weimar's large institutions, such as the Klassik Stiftung Weimar, the Deutsches National Theater, the Buchenwald Memorial, the Goethe House, the Bauhaus Museum and the ACC Galerie. There are also four cinemas, several small theatre venues, more than 20 museums and countless student clubs and concert events, all of which strengthen Weimar's reputation as one of Europe's former cultural capitals. Weimar is small enough for students to quickly get their bearings and reach most destinations by bike or on foot. Click [here](#) to find out more about what Weimar has to offer:

www.uni-weimar.de/weimar-for-students.



AND AFTER I FINISH MY BACHELOR'S DEGREE?

This Bachelor's degree programme qualifies graduates to enter conceptual and decision-making media and communications professions. Graduates are qualified for jobs in the following areas:

- _ Cultural management, public relations in agencies and corporations
- _ Editorial work in radio, print media, television, online media and publishing
- _ Film production, film distribution and film funding
- _ Decision management or management consultancy for mass media and the entertainment industry
- _ Programme planning

After attaining your Bachelor's degree in »Medienkultur«, you may wish to pursue a Master's degree in »Medienwissenschaft« (Media Studies) in order to gain advanced scientific knowledge in media acquisition, image and film analysis and the examination of cultural and social change.

With this degree, you are especially qualified to pursue individual doctoral study or enter a Ph.D. programme.

Furthermore, the Faculty of Media offers students the chance to participate in the tri-national Master's degree programme European Film and Media Studies. Funded by the Deutsch-Französische Hochschule (DFH), this programme is coordinated with the Université Lumière Lyon 2 and the Universiteit Utrecht. It focuses on the media-specific dimension of historic and aesthetic processes, through which European culture grows. The graduate programme's filmological emphasis centres on the European perspective on film history, film theory and film practice. Following completion of the programme, students receive a Master of Arts (M. A.) degree.

For more information concerning our Master's degree programmes, visit: www.uni-weimar.de/media.



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Further Information and office hours can be found on:

www.uni-weimar.de/academic-advising

Faculty Advising »Medienkultur«

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Faculty Advising »Europäische Medienkultur«

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Subject to change. For updates, please check the university website: www.uni-weimar.de/mediastudies

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