



## NOTIFICATION SHEET

Academic year 2014/2015 - Issued on 07/05/2015 - 23rd issue<sup>1</sup>

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**All function designations are to be understood as gender-neutral.**

### **121. Curriculum for the Master's degree program in Communication Science<sup>e</sup>**

At its meeting on 23 April 2015, the Senate approved the curriculum for the Master's degree program in Communication Science, as adopted by the Curriculum Commission established in accordance with § 25 para. 8 subpara. 3 and para. 10 of the Universities Act 2002 on 13 April 2015, in the following version.

The legal basis is the Universities Act 2002 and the study law part of the statutes of the University of Vienna as amended.

### **§ 1 Study objectives and qualification profile**

(1) The aim of the English-language Master's degree program in Communication Science at the University of Vienna is to train graduates who are able to work as scientists on current, socially relevant research questions in the field of communication science at an internationally compatible level, while using contemporary research methods, as well as to work as decision-makers in internationally oriented communication professions, especially in the private sector research. The focus of the degree program lies on the contexts, content and effects/consequences of communication processes at a micro, meso and macro level.

(2) Graduates of the Master's degree program in Communication Science at the University of Vienna have profound skills in the theories and methods of empirical communication research and are able to independently plan, carry out, evaluate and write up communication science research projects in academia and practice. The Master's degree program qualifies students for research-oriented activities, particularly in the following professional fields:

- Leading PhD programs in Communication Science worldwide
- Opinion, market and survey research
- Media research (e.g. agencies, publishers, broadcasters)
- Media and communication consulting
- Media and communication management

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<sup>1</sup> This is an English translation with the help of [DeepL](#) of the official "Mitteilungsblatt Studienjahr 2014/2015 – Ausgegeben am 07.05.2015 – 23. Stück", originally issued in German by the University of Vienna.

## **§ 2 Duration and scope of the study program**

(1) The workload for the Master's degree program in Communication Science is 120 ECTS points. This corresponds to a planned duration of study of four semesters.

(2) The degree program is completed when 90 ECTS credits in accordance with the requirements for the compulsory modules, 25 ECTS credits in accordance with the requirements for the Master's thesis and 5 ECTS credits in accordance with the requirements for the Master's examination have been successfully completed.

## **§ 3 Admission requirements**

Admission to the Master's degree program in Communication Science requires the completion of a relevant Bachelor's degree program or a relevant Bachelor's degree program at a university of applied sciences or another equivalent degree program at a recognized domestic or foreign post-secondary educational institution.

In any case, the bachelor's degree program in Journalism and Communication Studies at the University of Vienna is eligible.

If the equivalence is basically given and only individual supplements to the full equivalence are missing, additional courses and examinations amounting to a maximum of 30 ECTS credits can be prescribed to achieve full equivalence, which must be completed in the course of the Master's degree program.

The Master's degree program in Communication Science is offered exclusively in English. The degree program requires knowledge of English at level B2 of the Common European Framework of Reference for Languages. Admission is granted in accordance with the statutory provisions (§ 64 para. 6 UG).

## **§ 4 Academic degree**

Graduates of the Master's degree program in Communication Science shall be awarded the academic degree "Master of Science" - abbreviated to MSc. In the case of leadership, this academic degree is to be added after the name.

## **§ 5 Structure - modules with ECTS points allocation**

### **(1) Overview**

The Master's degree program in Communication Science at the University of Vienna is structured as follows:

- Compulsory Module 1: Introduction to Communication Theory and Research (18 ECTS)
- Compulsory Module 2: Introduction to Communication Research Methods (12 ECTS)
- Compulsory Module 3: Advanced Data Analysis (15 ECTS)
- Compulsory Module 4: Research Projects 1 (20 ECTS)
- Compulsory Module 5: Research Projects 2 (25 ECTS)

### **(2) Module descriptions**

<b>Number/Code THERES</b>	<i>Compulsory Module 1</i> <b>Introduction to Communication Theory and Research</b>	<b>18 ECTS</b>
<b>Participation Requirement</b>	None	
<b>Module Objectives</b>	After completing this module, students will be familiar with the basics of communication science research. They will learn about the current state of research in three subject areas: "Media & Politics", "Strategic Communication" and "Journalism & Society". Having completed the module, students will have also mastered the basics of academic writing in English, writing research proposals, presenting and publishing at an international level. Upon completion of this module, students will be able to identify current research questions in these three subject areas and point out research gaps.	
<b>Module Structure</b>	<u>In preparation for the written exams of:</u> VO Introduction to Media & Politics, 3 ECTS, 2 SSt VO Introduction to Strategic Communication, 3 ECTS, 2 SSt VO Introduction to Journalism & Society, 3 ECTS, 2 SSt  <u>Courses with continuous assessment</u> SE Scientific Skills: Scientific Writing, Presentation and Publication, Grant Writing, 9 ECTS, 4 SSt (pi)	
<b>Academic Achievement</b>	Combined module exam, consisting of:  1.) Written Exams (9 ECTS) 2.) SE (9 ECTS)	
<b>Language</b>	English	

<b>Number/Code CORES</b>	<i>Compulsory Module 2</i> <b>Introduction to Communication Research Methods</b>	<b>12 ECTS</b>
<b>Participation Requirement</b>	None	
<b>Module Objectives</b>	After completing the module, students will have basic knowledge of the central data collection and analysis methods for communication science research projects. They will gain a theoretical overview of qualitative and quantitative data collection methods and their practical applications in research projects. This enables students to select and plan appropriate research designs for different types of communication science questions. Furthermore, students learn important and basic data analysis methods. Students are enabled to select the most suitable analysis methods for different research questions and designs and to apply them with the aid of data analysis programs. In general, students will gain an understanding of the importance of suitable and appropriate research designs and analysis plans for the successful implementation of research projects.	
<b>Module Structure</b>	<u>In preparation for the written exams of:</u> VO Introduction to Research Designs and Data Collection, 3 ECTS, 2 SSt VO Introduction to Data Analysis, 3 ECTS, 2 SSt  <u>Courses with continuous assessment</u> UE Planning Research Designs and Data Collection, 3 ECTS, 2 SSt (pi) UE Applied Data Analysis, 3 ECTS, 2 SSt (pi)	
<b>Academic Achievement</b>	Combined module exam, consisting of:  1.) Written Exams (6 ECTS) 2.) UE (3 ECTS) 3.) UE (3 ECTS)	
<b>Language</b>	English	

<b>Number/Code ADA</b>	<i>Compulsory Module 3</i> <b>Advanced Data Analysis</b>	<b>15 ECTS</b>
<b>Participation Requirement</b>	<i>Comp. Module 1</i> Introduction to Communication Theory and Research; <i>Comp. Module 2</i> Introduction to Communication Research Methods	
<b>Module Objectives</b>	Students acquire advanced knowledge of certain qualitative and quantitative data analysis methods in communication science. Students acquire theoretical and practical knowledge of various advanced analysis methods in different courses, which are offered according to demand, availability of lecturers and methodological fashions. After completing the module, students will be able to analyze data in line with the current state of research in communication science.	
<b>Module Structure</b>	SE Advanced Data Analysis 1, 5 ECTS, 2 SSt (pi) SE Advanced Data Analysis 2, 5 ECTS, 2 SSt (pi) SE Advanced Data Analysis 3, 5 ECTS, 2 SSt (pi)	
<b>Academic Achievement</b>	Successful completion of all courses with continuous assessment included in the module (15 ECTS)	
<b>Language</b>	English	

<b>Number/Code Repro1</b>	<i>Compulsory Module 4</i> <b>Research Projects 1</b>	<b>20 ECTS</b>
<b>Participation Requirement</b>	<i>Comp. Module 1</i> Introduction to Communication Theory and Research; <i>Comp. Module 2</i> Introduction to Communication Research Methods	
<b>Module Objectives</b>	Students learn how to plan and prepare communication science research projects in line with the current international state of research. Specifically, students prepare two projects from the three subject areas of Media & Politics, Strategic Communication or Journalism & Society. After completing this module, students will be able to plan their own research project for their Master's thesis.	
<b>Modul Structure</b>	SE Research Project A, Part 1, 10 ECTS, 2 SSt (pi) SE Research Project B, Part 1, 10 ECTS, 2 SSt (pi)	
<b>Academic Achievement</b>	Successful completion of all courses with continuous assessment included in the module (20 ECTS)	
<b>Language</b>	English	

<b>Number/Code Repro2</b>	<i>Compulsory Module 5</i> <b>Research Projects 2</b>	<b>ECTS-Punkte</b> <b>25</b>
<b>Participation Requirement</b>	<i>Comp. Module 4</i> Research Projects 1	
<b>Module Objectives</b>	Students learn how to carry out communication science research projects in line with the current international state of research. In detail, students implement two projects from the three subject areas Media & Politics, Strategic Communication or Journalism & Society. In order to enable outstanding projects that require a long-term and intensive examination of a topic, the project planned in the Research Projects 1 module is implemented empirically on this module. After completing this module, students are able to independently carry out their own research project for the Master's thesis following all the necessary steps.	
<b>Module Structure</b>	SE Research Project A, Part 2, 10 ECTS, 2 SSt (pi) SE Research Project B, Part 2, 10 ECTS, 2 SSt (pi) SE Master Seminar, 5 ECTS, 2 SSt (pi)	
<b>Academic Achievement</b>	Successful completion of all courses with continuous assessment included in the module (25 ECTS)	
<b>Language</b>	English	

## § 6 Master's Thesis

(1) The Master's thesis serves to demonstrate the student's ability to work on academic topics independently and in a way that is justifiable in terms of content and methodology. The task of the Master's thesis must be chosen in such a way that it is possible and reasonable for the student to complete it within six months.

(2) The topic of the Master's thesis must be taken from one of the compulsory or alternative compulsory modules. If a different subject is to be chosen or if there are uncertainties regarding the assignment of the chosen topic, the decision on admissibility lies with the body responsible under study law.

(3) The Master's thesis is equivalent to 25 ECTS credits.

## § 7 Master's Examination

(1) The prerequisite for admission to the Master's examination is the positive completion of all prescribed modules and examinations as well as the positive assessment of the Master's thesis.

(2) The Master's examination is a defense. It consists of the defense of the Master's thesis and an examination on its scientific context. The assessment is carried out in accordance with the provisions of the statutes.

(3) The Master's examination is equivalent to 5 ECTS credits.

## **§ 8 Classification of the courses taught in the study program**

(1) The following courses with non-continuous assessment (Nicht-prüfungsimmanente Lehrveranstaltungen, npi LV) are offered as part of the degree program:

**Lectures** (Vorlesungen, VO) serve to present theories, concepts, research designs and results from the field of communication science research. Lectures take the form of presentations. If a course assessment is required, proof of performance is provided in the form of a written examination.

(2) The following courses with continuous assessment (prüfungsimmanente Lehrveranstaltungen, pi LV) are offered as part of the degree program:

**Exercises** (Übungen, UE) are used to learn and practice methods that are required in communication science research. This is usually done on the basis of examples using analysis software. The exercises are completed with written assignments.

**Seminars** (Seminare, SE) serve as an intensive examination of the subject area of communication science theories and methods. Students should be introduced to the course content and report on it in the form of presentations. The focus is on discussing the literature and practicing the knowledge acquired. The seminars are concluded with a presentation and a written seminar paper.

## **§ 9 Participation restrictions and registration procedure**

(1) The following courses are subject to the general participation restrictions listed here:

*Seminars & Exercises (with the exception of the Master's seminar): 30 participants*  
*Master Seminar (MaSe): 15 participants*

(2) The procedures for registering for courses and examinations and for allocating places on courses are governed by the provisions of the statutes.

## **§ 10 Exam Regulations**

(1) Proof of academic achievement

The course director must make the necessary announcements concerning the proof of academic achievement for the course offered, in accordance with the provisions of the statutes.

(2) Exam Preparation Material

The examination material relevant for the preparation and holding of examinations must correspond in scope to the specified ECTS credits. This also applies to the combined module examinations.

(3) Prohibition of double recognition and prohibition of double use

Courses and examinations that have already been completed for the three-year Bachelor's degree programme, which is a prerequisite for admission, cannot be recognized again in the Master's degree programme. Courses and examinations that have already been completed for another compulsory or elective module of this degree program cannot be used again in another module of the same degree program. This also applies to recognition procedures.

(4) Examinations taken must be assigned to the corresponding module with the announced ECTS value; splitting into several certificates is not permitted.

### **§ 11 Curriculum Validation**

This curriculum shall begin to apply after publication in the University of Vienna Gazette on October 1, 2015.

### **§ 12 Transition Regulations**

(1) This curriculum applies to all students starting their studies in the winter semester 2015/16.

(2) If, in the later course of the degree programme, courses that were compulsory on the basis of the original study plans or curricula are no longer offered, the body responsible under the organizational regulations of the University of Vienna for study law shall determine ex officio (equivalence regulation) or at the request of the student which courses and examinations are to be completed instead of these courses.

On behalf of the Senate:

The Chairman of the Curriculum Commission  
N e w e r k l a



## Appendix

1. Semester (30 ECTS)	<b>MODULE 1:</b> Introduction to Communication Theory and Research (18 ECTS) <i>Combined Module Written Exams</i>			<b>MODULE 2:</b> Introduction to Communication Research Methods (12 ECTS) <i>Combined Module Written Exams</i>			
	Introduction Lectures (9 ECTS)			SE Scientific Skills (9 ECTS)	VO (3 ECTS) Introduction to Research Designs and Data Collection +	VO (3 ECTS) Introduction to Data Analysis +	
	VO Introduction to Media & Politics (3 ECTS)	VO Introduction to Strategic Communication (3 ECTS)	VO Introduction to Journalism & Society (3 ECTS)		UE (3 ECTS) Planning Research Designs and Data Collection	UE (3 ECTS) Applied Data Analysis	
2. Semester (30 ECTS)	<b>MODULE 4:</b> Research Projects 1 (20 ECTS)			<b>MODULE 3:</b> Advanced Data Analysis (15 ECTS)			
	SE Research Project A Part 1 (10 ECTS)		SE Research Project B Part 1 (10 ECTS)		SE Adv. Data Analysis I (5 ECTS) SE Adv. Data Analysis II (5 ECTS) SE Adv. Data Analysis III (5 ECTS)		
3. Semester (30 ECTS)	<b>MODULE 5:</b> Research Projects 2 (25 ECTS)						
	SE Research Project A Part 2 (10 ECTS)		SE Research Project B Part 2 (10 ECTS)				
	SE Master Seminar (5 ECTS)						
4. Semester (30 ECTS)	Master Thesis and Defense (30 ECTS)						

Recommended path throughout the study program:

### 1st Semester (30 ECTS)

VO Introduction to Media & Politics (3 ECTS, 2 SSt.)  
 VO Introduction to Strategic Communication (3 ECTS, 2 SSt.)  
 VO Introduction to Journalism & Society (3 ECTS, 2 SSt.)  
 VO Introduction to Research Designs and Data Collection (3 ECTS, 2 SSt.)  
 UE Planning Research Designs and Data Collection (3 ECTS, 2 SSt.)  
 VO Introduction to Data Analysis (3 ECTS, 2 SSt.)  
 UE Applied Data Analysis (3 ECTS, 2 SSt.)  
 SE Scientific Skills (9 ECTS, 4 SSt.)

### 2nd Semester (30 ECTS)

SE Advanced Data Analysis 1 (5 ECTS, 2 SSt.)  
 SE Advanced Data Analysis 2 (5 ECTS, 2 SSt.)  
 SE Research Project A, Part I (10 ECTS, 2 SSt.)  
 SE Research Project B, Part I (10 ECTS, 2 SSt.)

### 3rd Semester (30 ECTS)

SE Advanced Data Analysis 3 (5 ECTS, 2 SSt.)  
 SE Research Project 1, Part II (10 ECTS, 2 SSt.)  
 SE Research Project 2, Part II (10 ECTS, 2 SSt.)  
 SE Master Seminar (5 ECTS, 2 SSt.)

### 4th Semester (30 ECTS)

Master Thesis (25 ECTS) and Defense (5 ECTS)