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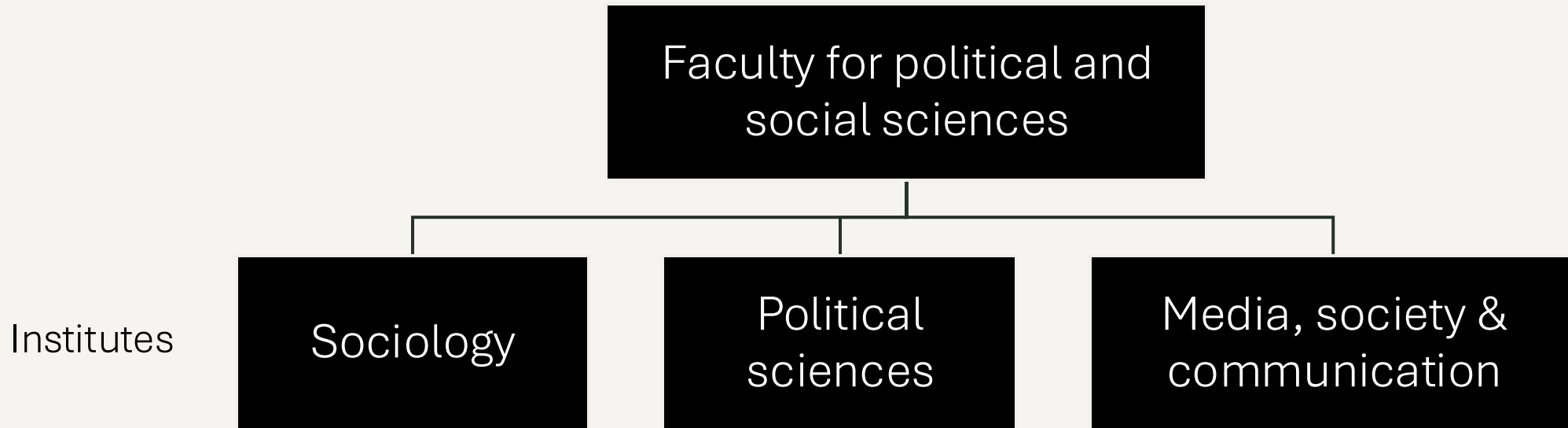
# MEDIA, SOCIETY & COMMUNICATION

Introduction - Part I

# Human Bingo

# Structure uibk

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Uta Rußmann  
Viorela Dan

# LFU online & OLAT

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Most important platforms during your studies

**LFU:**

<https://lfuonline.uibk.ac.at/public/lfuonline.home>

+ Uni-Innsbruck APP

**OLAT:**

<https://lms.uibk.ac.at/dmz/>

# USI

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Uni Sportstätten

<https://usi.uibk.ac.at/usi/page>

# Additional

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- WiFi access
- Office 365 access
- VPN
- Library access

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# STUDENT LIFE



# INNSBRUCK



# Student Life Innsbruck

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## Good to know - Benefits

- **Freizeit Ticket („Leisure ticket“)**
  - Skiing resorts around Innsbruck; swimming pools; Museums etc.
  - from now on until the the 31st of October for early bird price: **872€**
- **Erlebniscard Tirol („Tyrol Adventure Card“)**
  - Free/Reduced price activities all over Tyrol
  - Price: **99€**
- **Snowcard Tirol**
  - Access to all skiing areas in Tyrol
  - Pre-sale price: **989€**
- **Free city bike**
  - Download App „nextbike“ and register with your uni mail for free access to the bikes across Innsbruck
- Cheaper tickets for Raiders football home games (check online in advance!)
- Student account (savings bank)
- Free access to „Tiroler Tageszeitung“ online; <https://studierendenaktion.tt.com>



# Student Life Innsbruck

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## Bars & Restaurants

### € and casual

- Limerick's
- Galway Bay
- Kater noster
- Montagu
- Tribaun (!Pub Quiz!)
- Treibhaus
- Dinzler
- Wettercafé
- Friends Bar (former Bacchus)
- PM Bar (!Pub Quiz!)
- TnT Sportsbar
- Marktbar
- Moustache
- Cocktailbar C.U.
- Wohnzimmer

### €€ and/or „special“

- Treibhaus
- Krahvogel
- Fuchs & Hase
- Bar Centrale
- Dom Café
- Blaue Brigitte
- 360Grad Bar

## Restaurants

- Machete (Burritos)
- Una Pizza
- Due Sicilie (Pizza)
- Jaipur & Himal (Indian & Nepali)
- Meow Pizzeria Verde (all vegan)
- Olive (all vegan)
- Pobo (Poké Bowls)
- My indigo
- Glorious butcher (Burger)



# Student Life Innsbruck

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## Cafés

- Haepinest (Brunch & cakes)
- Karaffu (Best matcha & cakes)
- Verena's (The BEST cakes)
- Wilten Brunch/Bar (Great Chai latte)
- Starbucks (free WiFi)
- Kaffeegesellschaft (Coffee specialities)
- Schmeckeria (Brunch)
- La Cantina (Croissants & italian coffee)
- Café Momo (at the book store „Wagner'sche“)

## Overview/List



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# MEDIA, SOCIETY & COMMUNICATION

Introduction - Part 2

# Prerequisites

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Complementary subject area Bachelor – Media & Communication (30 ECTS)

1. Social Communication and Media Change
2. Theoretical and Methodological Fundamentals
3. Specialization in Media and Communication Science

**Important:** if you have been approved to the master´s programme with some conditions which have to be done until the end of the second semester you have to inform the Prüfungsreferat after passing the courses. Prüfungsreferat can be translated as the department of examination.

# Compulsory modules

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- Media Theory
- Scientific work  
(quantitative/qualitative  
work)
- Current discourses

e.g. AI, platforms, online political  
discourse, journalistic representation ...

# Elective modules

- Election packages:  
for example "Media  
practice"
- Internship
- Interdisciplinary

# Future

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## Work areas

- Social Media & Community management
- Radio
- Journalistic activities
- Platform support & digital marketing
- Event management & public relations
- Public relations for law
- Political communication

## PhD

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# CURRICULUM

[HTTPS://WWW.UIBK.AC.AT/UNIVERSITAET/MITTEILUNGSBLATT/2022-  
2023/30.HTML#H2-1](https://www.uibk.ac.at/universitaet/mitteilungsblatt/2022-2023/30.html#H2-1)

# COMPULSORY MODULES

CM 1	Advanced theory	ECTS	CM 5	Research project	ECTS			
	VU Emerging Media and Current Discourses	5		SE Research project	10			
	VO Media dynamics and sustainability	5	CM 6	Master's thesis preparation	2,5			
	VO Digital Democracy and Society	5	CM 7	Master thesis defense	2,5			
CM 2	Advanced methodology	15	§ 9	Master thesis	25			
	VO Theories and Methodology	5		Total ECTS CM	90			
	SE In-depth qualitative methods	5	<table border="1"> <tbody> <tr> <td>+ elective modules</td> <td>Total ECTS</td> <td>30</td> </tr> </tbody> </table>			+ elective modules	Total ECTS	30
+ elective modules	Total ECTS	30						
	SE In-depth quantitative methods	5						
CM 3	Digitization and datafication I	30						
	VU Platforms and Communication	5						
	SE Data: Analysis and interpretation	5	<p style="text-align: right;"><b>= 120 ECTS</b></p>					
CM 4	Digitization and datafication II	40						
	VU Ethics and Governance	5						
	SE Data: Critical analysis	5						
		50						

# MODULAR ELECTIVE MODULES

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The individual elective modules, e.g. interdisciplinary skills, individual specialization 1+2 & practice 1+2 can be freely combined with each other, but only as **WHOLE modules**.

## Examples:

Interdisciplinary skills (10 ECTS) + individual specialization 1 (10 ECTS) + individual specialization 2 (10 ECTS) = 30 ECTS elective modules

Or

Interdisciplinary skills (10 ECTS) + Practice 1 (10 ECTS) + Individual specialization 1 (10 ECTS) = 30 ECTS



# ELECTIVE MODULES

## 30 ECTS ACCORDING TO MODULAR PRINCIPLE

WM 1	Interdisciplinary skills	ECTS
	<p>Courses amounting to 10 ECTS-Credits [...] can be chosen freely.</p> <p>It is <b>compulsory</b> to complete a course in the field of Gender Studies, Women's and Gender Studies.</p>	10

= **Individual courses**, e.g. VO, PS, VU etc.  
 Must be at least 10 ECTS, but more are also possible.  
 1 course with a background in gender studies, women's and gender studies compulsory

WM 2	Individual focus I	ECTS
	<p>Modules [...] can be freely selected for individual specialization.</p> <p>It is <b>strongly recommended</b> to complete a course in the field of Gender Studies, Women's and Gender Studies.</p>	10

= **Whole modules**, e.g. slide 10.  
 Must have at least 10 ECTS, but more are also possible.

e.g. 7.5 ECTS + 3 ECTS

WM 3	Individual focus II	ECTS
	s. Individual focus I	10

# Elective modules

30 ECTS according to modular principle

WM 4	Practice I	ECTS
	[...] professional practice and for the acquisition of professionally relevant qualifications to complete <b>225 hours</b> of practical training. <b>Approval</b> must be obtained <b>from the Director of Studies</b> prior to commencement. A <b>certificate</b> from the institution must be submitted <b>regarding the duration, scope and content of the work completed</b> and the student's commitment, and a <b>report</b> in written form or in the form of a video clip must also be prepared, which includes documentation of learning experiences in addition to objectives and activities. ( <b>25 working hours</b> will be charged for the report).	10

WM 5	Practice II	ECTS
	s. Practice 1	10

**Prerequisite:** at the earliest after completion of 30 ECTS

## Example areas:

1. Media and cultural work as well as institutional media work (e.g. in agencies, publishing houses, media companies, broadcasters)
2. Media research and opinion, market and survey research
3. Public relations and media and communications consulting
4. Media and communication management as well as content and program management
5. Evaluation of communication services, media strategies and media campaigns
6. Media policy
7. Media education and training in the fields of media and communication
8. Publishing and book trade, journalism

# Important

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## PREREQUISITES

- Graded
- Prerequisites for the respective courses must be fulfilled
- at the University of Innsbruck,
- Master courses

## NOT CREDITABLE

- ISI language courses
- USI courses
- "successfully participated"  
(except internships)

Interfakultäre Studien		1
Interdisziplinäres und zusätzliches Angebot		
Interdisziplinäres Angebot		
Interdisziplinäre und Außerfachliche Kompetenzen für Bachelorstudien		
Interdisziplinäre und Außerfachliche Kompetenzen für Masterstudien		
103810	VO Psychoanalytische Erziehungs- und Bildungswissenschaft (VO / 2h / 5 ECTS-AP) Marian Kratz	ML
103830	VO Theorien und Strukturen von Konflikt, Trauma und Gewalt (VO / 2h / 5 ECTS-AP) Hermann Mitterhofer	ML

VO "Psychoanalytical Educational Science" = individual course with 5 ECTS, can be credited as **interdisciplinary competences**

Same course, different teacher and time. SE must of course only be taken once -> 10 ECTS

- Studienzuordnung(en)		2
<ul style="list-style-type: none"> <li>Interdisziplinäres und zusätzliches Angebot <ul style="list-style-type: none"> <li>Interdisziplinäres Angebot <ul style="list-style-type: none"> <li>Interdisziplinäre und Außerfachliche Kompetenzen für Masterstudien</li> </ul> </li> </ul> </li> <li>Fakultät für Bildungswissenschaften <ul style="list-style-type: none"> <li>Masterstudium Erziehungs- und Bildungswissenschaft laut Curriculum 2017 (120 ECTS-AP, 4 Semester) <ul style="list-style-type: none"> <li>Wahlmodule (50 ECTS-AP) <ul style="list-style-type: none"> <li>Wahlmodul 3: Unbewusstes in Erziehung, Bildung und Kultur (10 ECTS-AP, 4 SSt.)</li> </ul> </li> </ul> </li> </ul> </li> </ul>		

Wahlmodul 3: Unbewusstes in Erziehung, Bildung und Kultur (10 ECTS-AP, 4 SSt.) Anmeldevoraussetzung: keine Lernergebnis: Die Studierenden sind in der Lage, die psychoanalytischen Theorien, Praktiken und Methoden auf Fragen der Erziehung, Bildung und Kultur anzuwenden. Sie kennen und reflektieren den Einfluss unbewusster Determinanten auf Erziehung, Bildung und Kultur. Weiters entwickeln sie auf Problemlösung abzielende Handlungsformen und Interventionen.		3	
103810	VO Psychoanalytische Erziehungs- und Bildungswissenschaft (VO / 2h / 5 ECTS-AP) Marian Kratz		ML
103811	SE Aktuelle psychoanalytische Diskurse zur Erziehung, Bildung und Kultur: Psychoanalyse und Antisemitismus (SE / 2h / 5 ECTS-AP) Daniel Burghardt		ML
103812	SE Aktuelle psychoanalytische Diskurse zur Erziehung, Bildung und Kultur: sozialpsychologische und psychoanalytische Theorien des Antisemitismus (SE / 2h / 5 ECTS-AP) Nina Rabuza		ML

"Elective module 3: The unconscious in education, training and culture = entire module consisting of 10 ECTS, can be credited as an **individual specialization**.

# Election package (minor)

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"Instead of the elective modules, an elective package for Master's studies can be completed subject to availability. Elective packages are defined modules from one's own and other disciplines amounting to 30 ECTS-Credits [...]"

- If the elective package is completed, all the things mentioned above are irrelevant because the whole package is credited with 30 ECTS and the elective modules are therefore full
- Not all courses every semester
- Package not finished?
  - Interdisciplinary skills (max. 10 ECTS)
  - Individual focus (whole modules only)

# Let's connect! WhatsApp group

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