Communication and Media Research

Degree conferred
Bachelor of Arts in Communication and Media Research

Options
Option of an award bearing the distinction «Bilingual curriculum, French/German».

Languages of study
Possibility to study in German or in German and French

Commencement of studies
Commencement of studies only in the Autumn Semester (September)

Access to further studies
Master

Do you want to understand how media and communication work in the digital world? To develop new ideas and help shape the future of the media? **Then our bachelor programme «Communication and Media Research» is just right for you**. We offer you an **in-depth examination of media, communication and the public sphere in the digital society**. Our programme covers the entire range of communication studies. What effects does media use have? How do companies develop their communication strategies? What influence do the social media exert on political communication? What are the consequences of the online era for journalism? And what are the challenges for media policy? We provide you with the skills crucial for analysing and dealing with current problems in a rapidly changing media world. **In addition to first-class academic education, the Fribourg programme also offers you numerous insights into media and communication practice**.

Profile of the study programme

Media play a central role in modern societies. But digitalisation is not only presenting the media with completely new challenges; additionally, online platforms like Facebook are fundamentally changing public communication. Our bachelor programme «Communication and Media Research» at the University of Fribourg offers you an **in-depth examination of the operation and significance of media, communication and the public sphere** in a digital context.

Our bachelor programme covers the full range of perspectives in communication studies. We examine the function and future of the media and journalism in the Internet age. We look at the communication strategies of political actors and companies, as well as changes in their communication via social media. We deal with media content and analyse the use and effects of information and entertainment on people. And we examine the role of media policy and media economics for media companies and online platforms. With us, you get familiar theories and methods that enable you to **independently analyse current communication issues and develop new solutions**.

Fribourg profile
Comprehensive, analytical, practical, personal. That's our bachelor programme «Communication and Media Research» at the University of Fribourg:

–**Comprehensive**: Our bachelor programme provides broad basic knowledge about societally relevant media and communication phenomena.

– **Analytical**: You will acquire **key skills for understanding and explaining media and communication in a digital society**. The programme focuses on the actors, content, processes and effects of public communication, as well as its social, political and economic context.

– **Practical**: In contrast to other universities, studying in Fribourg not only offers you a first-class academic education but also provides you with **valuable insight into media and communication practice** thanks to the strong focus on pressing issues in our research and numerous practical courses (e.g. video or online journalism).

– **Personal**: In our programme, we place special emphasis on **interactive and innovative teaching methods** and **excellent mentoring** of our students.

The language of study is German. Starting in autumn semester 2022, a French-language bachelor programme in Communication will also be on offer, providing the **unique opportunity in Switzerland to study this subject bilingually** (diploma with the distinction «Bilingual curriculum, French/German»).

Studying in Fribourg also offers the opportunity to spend an exchange semester abroad at one of our numerous partner universities.

Learning outcomes and career openings
Studying with us perfectly prepares you to meet new challenges in a rapidly changing media world. In the bachelor programme «Communication and Media Research», you acquire not only **indispensable specialist knowledge** but also the necessary **analytical and reflective skills** to analyse and critically question current media and communication phenomena. You learn to ask the right questions, critically assess literature, conduct your own research, present the results of your work in a manner appropriate to your target audience, and derive insights for politics, media and society. In this way, you acquire the knowledge and skills required in numerous professional fields in the media and communication sector.

Accordingly, our bachelor programme «Communication and Media Research» opens up **excellent career prospects** for you. Our

graduates work in media management, journalism, public relations and communication management in companies, NGOs and public administration, marketing and market research, opinion polling and social research, communication consultancy, politics and public administration, and also in academic research.

The bachelor programme «Communication and Media Research» also gives you **access to a master programme** in this or a related discipline at the University of Fribourg or other universities in Switzerland and abroad.

In Fribourg you can **complement the bachelor programme «Communication and Media Research» with one or two other study programmes according to your own interests**, such as Economics, Management, History, Sociology, Political Science, Psychology, Business Informatics or Computer Science, or languages.

Studies organisation

Structure of studies

120 ECTS credits + 60 ECTS credits in one or two minor study programmes freely chosen, 6 semesters

Curriculum

https://studies.unifr.ch/go/1P *(German only)*

Admission

The following **Swiss school-leaving certificates** grant **admission to bachelor programmes** at the University of Fribourg:

- Swiss academic Maturity Certificate
- Federal vocational or specialised Baccalaureate + supplementary examination of the Swiss Maturity Commission (passerelle)
- Bachelor Degree from a Swiss university, from an accredited Swiss university of applied sciences (HES/FH) or from a Swiss university of teacher education (HEP/PH)

A **complete list of all further recognised Swiss school-leaving certificates** is to be found on the webpages of swissuniversities (*in French and German only*): https://studies.unifr.ch/go/fr-admission-swisscertificates; https://studies.unifr.ch/go/de-admission-swisscertificates
Foreign upper secondary school-leaving certificates are recognised only if they correspond substantially to the Swiss Maturity Certificate. They must qualify as general education. Foreign school-leaving certificates are considered to be general education if, among other things, the last three years of schooling include at least six general education subjects, independent from each other, in accordance with the following list:

1. Language of instruction (at the school)
2. Second language (a foreign language)
3. Mathematics
4. Natural sciences (biology or chemistry or physics)
5. Humanities and social sciences (geography or history or economics/law)
6. Elective (computer sciences or philosophy or an additional language or an additional subject from category 4 or 5)

The general **admission** requirements to the **bachelor programmes** at the University of Fribourg for holders of foreign school-leaving certificates as well as the **admission requirements for individual countries** are to be found on the webpages of swissuniversities: https://studies.unifr.ch/go/en-admission-countries
In addition, applicants with foreign school-leaving certificates must present **proof of sufficient language skills in French or German**.
All guidelines are available at *(only in French and German)*: https://studies.unifr.ch/go/adm-guidelines

The assessment of foreign school-leaving certificates is based on the «Recommendations for the Assessment of Foreign Upper Secondary School-Leaving Certificates» adopted by the Chamber of universities of swissuniversities on 21.11.2024 (https://studies.unifr.ch/go/swissuniversities24fr; https://studies.unifr.ch/go/swissuniversities24de). The admission requirements are valid for the respective academic year. The Rectorat of the University of Fribourg reserves the right to change these requirements at any time.

Alternatives

Also offered as a minor study programme (60/30 ECTS credits).

Contact

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