Digital Media & Communication for Social Impact

Degree conferred
Master of Arts in Digital Media & Communication for Social Impact

Options
Mention of the languages of study on the diploma: «The candidate completed the programme in German and English» or «The candidate completed the programme in German, French and English».

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

Commencement of studies
Commencement of studies in the Autumn Semester (September) or in the Spring Semester (February)

Access to further studies
Ph.D.

Shaping media and communications in the public interest: the master programme «Digital Media & Communication for Social Impact» combines **research and practice on issues of digital media, social responsibility and social change**. With us, you learn how media and platforms function in a digital society, how they can be designed to foster democracy, and how communication can have social impact and contribute to the common good – from digital journalism to strategic communication all the way to media governance. **Innovative** project seminars and **practical courses** on project management, communication strategies and research competencies help you acquire **analytical, creative and organisational skills** crucial for positions of responsibility in the media and communications industry, NGOs, politics and administration, or research. You can study either in **English** only, **bilingually** (English/German) or **trilingually** (English/German /French).

Profile of the study programme

«**Shaping media and communication in the public interest**» is the central idea underlying the master programme «Digital Media & Communication for Social Impact» at the University of Fribourg. It combines science and practice on issues of digital media, social responsibility and social change.

In this programme, you acquire a sound understanding of how media and platforms function in a digital society – and how they can be shaped and used to strengthen democracy, sustainability and social cohesion.

- How do the media and communication contribute to the **common good** in a digitalised society?
- How can media and platforms be designed to **foster democracy** and be used responsibly?
- How can responsible communication have **social impact**?

Here you learn how to answer these questions – **scientifically substantiated, with a critical mind, in an interdisciplinary manner and oriented towards practice**.

The distinctive characteristics of the master programme «Digital Media & Communication for Social Impact» are:

– **Social relevance**: You learn how communication influences social change – and how media and communication can be actively shaped.

– **International orientation**: You benefit from a global perspective on research and teaching – in an English-language or multilingual master programme in Switzerland.

– **Practice-oriented research**: You work on issues of great relevance to media and communication practice – in the form of innovative research and transfer projects.

Fribourg profile
The master programme «Digital Media & Communication for Social Impact» combines theory and research with practice-oriented teaching formats.

Content-wise, the master programme focuses on how media and communication can be shaped and used for the common good. The programme consists of six modules:

1. **Core Topics**: Democracy, media and technology; strategic communication; media and platform governance; media use and effects; persuasion and digital mobilisation; digital journalism and content creation
2. **Research Competencies**: Research design, data collection, data analysis and visualisation
3. **Project Management & Transfer**: Project management, leadership and strategies of science communication and public relations
4. **Project Seminars**: Free choice of project seminars on a wide variety of subjects in which students in small teams work in a scientifically sound manner on projects of real-life relevance.
5. **Personalised Choice**: Elective courses and/or internship
6. **Master thesis** and colloquium including a defence.

The master programme «Digital Media & Communication for Social Impact» is not only unique in terms of its content, but also of its **teaching and learning formats**. Studying at the University of Fribourg offers you

– **Innovative teaching**: Classroom-style teaching is a thing of the past. In our project seminars, you work in a critical and solution-oriented fashion in small teams on projects of practical relevance – such as communication strategies for NGOs, opportunities for digital participation, policy papers or tools for sustainable media

use.

– **Personal mentoring**: Close collaboration and regular feedback are an integral part of our master programme, whether in lectures, project seminars or when mentoring your master thesis

– **Multidisciplinary skills**: In addition to the latest findings from media and communication research, you also acquire skills in project management, knowledge transfer, data analysis and visualisation.

– **Flexible structure of your studies**: With fixed teaching days, block courses, elective courses and the absence of any predefined sequence of courses, we let you plan your studies to suit your needs.

Our master programme offers you the additional option of having an **internship abroad** credited or studying at one of our partner universities.

A broad range of optional minor study programmes allows you to integrate subjects which interest you personally into your master programme in Digital Media & Communication for Social Impact.

Moreover, with us you have an opportunity offered nowhere else in Switzerland: you can study **in English only, bilingually (English/German)** or **trilingually (English/German/French)** – and this will be mentioned on your diploma.

Learning outcomes and career openings
The «Digital Media & Communication for Social Impact» master programme teaches you not only **essential specialist knowledge**, but also **analytical, creative and organisational skills**. You learn to ask the right questions, to reflect critically on digital media and communication, to use them effectively and to develop solutions to challenges in a digitalised society. You also learn how to successfully communicate your findings to stakeholders in politics, media, business and civil society. And in doing so, you actively contribute to shaping tomorrow's world.

By studying with us, you prepare for **positions of responsibility** and career paths in

- Media companies;
- Communication and digital agencies;
- NGOs and foundations;
- Politics and administration;
- Research and teaching in universities and thinktanks.

Studies organisation

Structure of studies

90 ECTS credits, 3 semesters

Curriculum

https://studies.unifr.ch/go/2e

Admission

Master's degree programmes are built on the knowledge and abilities that were acquired when obtaining a bachelor's degree.

Holders of a bachelor's degree awarded by a Swiss university are admitted to a master's degree programme without any preconditions if they have earned 60 or 90 ECTS credits – depending on the chosen master's degree programme – within the corresponding discipline. However, additional requirements can be required. The same applies to holders of a bachelor's degree awarded by a foreign university, provided that the bachelor's degree is recognised and considered equivalent by the University of Fribourg.

Holders of a bachelor's degree awarded by a Swiss or a foreign university, provided that the bachelor's degree is recognised and considered equivalent by the University of Fribourg, who do not fulfil this condition can be admitted to a master's degree programme with preconditions (which must be successfully completed before starting the master's degree programme) and/or additional requirements (which can be completed during the master's degree programme). The preconditions and/or additional requirements may not exceed 60 ECTS credits in total. The same applies to holders of a bachelor's degree awarded by a Swiss university of applied sciences, according to existing agreements.

The respective conditions of admission for each master's degree programme are reserved.

Alternatives

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

Contact

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