



Dive into the World of Media!

Whether you aspire to be an editorial wizard, a social media guru, a media economist or a data-driven storyteller, our focus is on professional, creative and innovative ways of learning and applying your newly acquired skills and knowledge.

**HOCHSCHULE FÜR ANGEWANDTE
WISSENSCHAFTEN HAMBURG**
Hamburg University of Applied Sciences

**Because you can
make a difference.**

JOIN THE MEDIA AND COMMUNICATION STUDIES PROGRAMME

For a comprehensive qualification in media and communications professions that demand proficiency in digital skills, look no further! Our programme delves into the intricate world of media and communication, equipping you with the knowledge and expertise to thrive in this dynamic field where theory meets practice.

At Hamburg University of Applied Sciences (HAW Hamburg), you can dive into the exciting world of media, including social media, video and audio production, communication studies, media economy and management as well as data visualisation and storytelling.

Known as Germany's media capital and hub, Hamburg is the premier destination for media and communication students. The city is home to industry giants like "Der Spiegel", "Die Zeit", "Stern" and "RTL", offering abundant opportunities in publishing, online journalism and digital media.

Hamburg's vibrant digital scene also includes top companies in marketing and corporate communication, providing hands-on experience in innovative environments.

Graduates emerge with the ability to independently manage digital communication processes.

COURSE HIGHLIGHTS IN ENGLISH

International Trends in Communication Studies

Immerse yourself in communication theories and practices across diverse cultural contexts, with a focus on global perspectives and digital diplomacy. Understand how communication shapes international relations and the flow of information across borders, while gaining insights into the dynamics of global media landscapes and cultural exchange.

- **Current Trends:** Stay up-to-date with the latest international shifts in media and communication research.
- **Foundations:** Identify relevant research topics, comprehend theoretical references and explore methodological approaches.
- **Case Studies:** Analyse successful cross-cultural campaigns and learn from global communication experts.
- **Advanced Insights:** Dive deeper into communication science and analyse changes in media and communication fields. Understand how audiences transform in the network society.

Data Visualisation and Storytelling

Master the art of visual communication through data visualisation and storytelling. Learn how to translate complex data into compelling visual narratives by creating interactive infographics, data-driven animations and captivating visual stories. Apply your skills to real-world scenarios, ranging from news reporting to marketing campaigns.

- **Data Storytelling:** Develop the ability to tell impactful stories using data, connecting with audiences on a deeper level and driving informed decision-making. Craft compelling stories that unfold through visual elements, guiding your audience on an insightful journey.
- **Data Journalism:** Learn to craft data journalism products that are tailored to specific target groups, using data visualisation and storytelling techniques to effectively convey complex information.
- **Data Mining and Analysis:** Utilise statistical tools to analyse media data. Analyse trends, audience demographics and engagement metrics. Leverage these insights to craft impactful visual narratives.

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“The friends I made in Hamburg became like a family to me and the different cultural backgrounds made me more aware of my own culture.” Omar, Mexico

PRACTICAL PROJECTS

In close collaboration with Germany's leading media companies, including publishing houses, television broadcasters and radio stations, as well as the communications and marketing departments of high-profile companies and agencies, students gain valuable insights into the latest trends in digitalisation.

- **Digital Publics:** Dive into the fascinating world of digital publics—online spaces where people connect, share and interact. Explore social media dynamics, analyse user behaviour and discover how information flows within these virtual communities.
- **Digital Media Conception and Production:** Extend stories across platforms—web, mobile, social media and more. Develop cohesive content that keeps audiences engaged and eager for the next chapter.
- **Media Economy and Management:** Understand how media economics influences content creation, distribution and monetisation. Analyse consumer behaviour, media consumption patterns and advertising effectiveness. Use this data to inform business decisions.
- **Data Visualisation and Storytelling:** Combine storytelling with data. Craft infographics and interactive data models that tell stories— whether you're explaining environmental impact, healthcare statistics or educational trends.
- **International Trends in Communication Studies:** Trace the journey of news—from source to audience. Understand gatekeeping, bias and the impact of digital platforms on global information dissemination. Explore media landscapes worldwide to investigate ownership structures, regulatory frameworks and cultural influences.



LIVE IN A COSMOPOLITAN CITY BY THE WATER

Hamburg, Germany's media capital situated at the heart of Europe, offers an excellent quality of life and international flair. It provides a rich cultural experience, with music festivals, art exhibitions, and a lively nightlife, ensuring a perfect balance between work and leisure.

It's also not far from Germany's vibrant capital, Berlin. Take the 90-minute express train or, if you are on a budget, book a bus, which runs several times a day. You are also just a short plane or train ride away from many other European cities.

Culture enthusiasts will also find plenty to enjoy—Hamburg has an impressive selection of museums, theatres, and world-famous concert halls including the breathtaking Elbphilharmonie.

If you enjoy spending time outdoors, you will absolutely love Europe's 'greenest' city! With its stunning lakes, picturesque canals and beautiful parks, Hamburg is a nature lover's paradise. The Economist ranks Hamburg as one of the top 20 most liveable cities in the world.

You will join an international group of students from around the world, enriching your learning experience through diverse cultural exchanges and the sharing of innovative ideas.



More information available online!

GET IN TOUCH.

Do you have any questions or need assistance? We look forward to hearing from you.

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