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Webster University is an American University with a global perspective. The university was founded in St. Louis, Missouri, USA in 1915. Since then, Webster has grown to become an international university with more than 100 campuses in 7 countries on 3 continents, serving over 20,000 students worldwide. Our alumni network has more than 150,000 members all around the world.



Our international network of campuses offers you a world of opportunity. You can study at one of our campuses in the United States, Europe or Asia, or travel across our network as a study abroad or transfer student.

The Vienna campus was established in 1981.
Webster Vienna is accredited in the US and Austria.

Undergraduate/Bachelor Programs

- Art/Visual Culture
- Business and Management
- International Relations
- Media Communications
- Psychology

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In summer 2008 I graduated from Webster with a BA in Media Communications. After a three months internship period I was offered a job as journalist and editor for a well-known TV edutainment format - broadcast by one of Germany's privately owned TV stations. In retrospect, I can say that my studies at Webster had prepared me well for the challenges I faced when starting my job. Thanks to the hands-on media classes, I had gathered prior experience in storytelling and research. The classes on video production and editing also gave me a headstart. I still had to learn a lot from scratch on entering my current job, and I continue to do so everyday up to now. However my time at Webster turns out to have been a good basis for all that was and is about to come.

Alexandra Ruths, BA in Media Communications, '08

Webster UNIVERSITY

Accredited in the US and Austria



Media Communications

Enhance your digital skills and creativity for an exciting future
in professional media communications



VIENNA CAMPUS



Dr. Michael Freund, Dept Head

The media have become an increasingly important part of our professional and personal lives, and digitization has transformed the way we communicate, do business, report, and entertain. Today, digital literacy is a vital part of students' and young professionals' portfolios, and media is considered a growing field with many job opportunities.

The media department at Webster University Vienna offers you a range of skills to be developed systematically: multimedia journalism, video and audio production, photography, animation and graphic design for print and web. **Our state-of-the-art media equipment** and **Mac-Labs**, small class sizes and personal instructor attention enable you to gain plenty of hands-on experience while learning the technological skills and theoretical basics of modern mass communication and digital media production. Foundational courses also include the essentials of media law and ethics, news reporting, media writing, webcasting, blogging and 2D-design.

The value of Webster's media communications program is greatly enhanced by the caliber of its instructors, who also include professional practitioners and visiting professors from other renowned institutions that are able to transmit **real-world knowledge**. This gives our students ample opportunity for site visits to Viennese media companies and organizations, and to exercise their individual creativity and abilities through internships and project work.

Webster students also have the opportunity to work on a new online publication, **Vienna Voice**, the city's exclusive English-language weblog journal. It provides its reporters and editors with training in multimedia journalism, and it serves as a platform for exchange with other journalistic online projects within and outside the global Webster community.

Moreover, the media department offers you the opportunity to work with faculty on **research** and presentations. Recent projects have included studies on the preparedness of Austrian schoolchildren for their increasingly intensive media environment; on the ethics and changing attitudes towards media privacy and surveillance due to the explosion of social networking; on the Arab Spring and the new media, and on a comparative multicultural analysis of the use of citation in holding communicators accountable.

Webster Vienna also offers a **certificate in Digital Media - Design & Production**. The certificate program includes a selection of essential production courses and in addition can be customized to focus on specific areas of student interest. The department has a strong and popular emphasis on practical training in media projects and this certificate allows students to structure and organize their work in this creative field. The skills acquired will become invaluable for pursuing careers in creative industries, communications, movies, arts, business development and corporate management. The certificate can be done separately or as part of any degree at Webster Vienna. No previous experience is necessary.

Career Opportunities

A strong portfolio is essential when it comes to finding a job after graduation, and so Webster ensures that all media students will leave with strong bodies of work in their specialized fields, whether they are press releases, articles, research, videos, photo series, etc. The media communications curriculum prepares students to go on to postgraduate studies at leading universities, and to find employment as producers, writers, journalists, photographers, designers and creative directors in private business, television, government, NGOs, the movie industry and elsewhere.

Undergraduate Program/Major

Bachelor of Arts (BA) in Media Communications

Undergraduate Minors

- Journalism
- Media Communications



Personal attention for each student



Building a strong portfolio



Advanced production projects

Degree Requirements, Bachelor of Arts

48 Required credit hours in the Major (16 courses)

36 General Education credit hours (12 courses)

44 Elective credit hours (15 courses)

Portfolio Review

Example of courses offered:

- Fundamentals of Reporting
- Introduction to Media Production
- Introduction to Media Writing
- Introduction to Mass Communications
- Introduction to Radio-TV Journalism
- Introduction to Interactive Media
- Introduction to Media Research
- International Communications
- Interpersonal Communication
- The Law and the Media
- Media Literacy
- Ethics in the Media
- Cultural Diversity in the Media
- Professional Media Practicum
- Applied Media Aesthetics
- Animation
- Photography
- Layout & Design
- Scriptwriting
- Video Production
- Topics in Film Studies
- Creative Media Projects

The Media Communications department at Webster University operates with one goal in mind – to educate and prepare its students to excel as skilled professionals in a global field of communications. To achieve this goal we take a hands-on approach to learning while providing advanced theoretical training. Our instructors are experienced media educators, practitioners and theorists. Students work with professional-grade media equipment in the areas they want to focus on: digital design, production, creative media, journalism, mass communication or international news and media. They graduate with a refined portfolio in hand and qualifications that provide them a head start into their future.

Certificate “Digital Media - Design & Production”

The certificate enables you to acquire the skills needed in the expanding field of digital media. It is designed to serve students who have no previous experience in the design and production of digital media, but who seek to enlarge upon concepts, technical aspects, theories and their application in practical work in this sector. Depending upon your main interests, you can cover the areas of video, photography, design, animation, publishing and multimedia production.