

Why the IfK?

The Department of Communication at the University of Münster is renowned for over a century of influential history in research and teaching. Our students benefit from the excellent research conducted at the department, small study groups, and the faculty's intensive support.



Why Münster?

With its historic old town, abundant cycling paths, thriving cultural scenes, and dynamic university atmosphere, Münster is a very livable city, especially for students!

At a glance

- › Degree: **Master of Arts** (M.A.)
- › **2 year** (full-time) programme
- › Language: **English**
- › Application period: **early May - July 15** (cut-off deadline)
- › Approx. **18 students per year**

*Any questions?
Feel free to reach out!*



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Want to find out more?
uni.ms/knowcom



Universität
Münster



MA KNOWLEDGE
AND COMMU-
NICATION

*Explore. Grow.
Transform.*



Foto (Titel): Julian Wortmann – IfK, Foto (innen): Nike Gais – Universität Münster

You are a perfect fit for this MA degree if you:

- › have successfully finished a relevant Bachelor's degree in communication science, media studies or alike
- › have a proficient level of English (C1)
- › are passionate about data and knowledge communication
- › are into research and its societal implications
- › aim at personal growth and want to develop an international profile for a progressive career



Why don't we act as climate science urges us to?

What drives people to believe in chemtrails?

How do social media companies extract knowledge from data?

These are the kinds of questions addressed in the Master's programme *Knowledge and Communication*.

The programme broadly examines how knowledge is created, processed, disseminated, and used, including the effects of knowledge and knowledge communication. Our concept of knowledge encompasses not only knowledge validated by the scientific system but also alternative forms of knowledge and everyday understanding. This thematic focus, combined with a concentration on computational methods and English as language of instruction, makes the Master's in Knowledge and Communication truly unique.

Degree plan for the MA in Knowledge and Communication

1 st academic year				
winter semester	Concepts in Knowledge and Science Communication	Quantitative and Qualitative Methods of Empirical Research		Knowledge Transfer
summer semester	Research Module: Knowledge and Communication – part I	Computational Communication Science		Specific Aspects of Knowledge Communication I
2 nd academic year				
winter semester	Research Module: Knowledge and Communication – part II	Processing and Presenting Knowledge	Knowledge and Information Use, Effects and Consequences	Specific Aspects of Knowledge Communication II
summer semester	Master Module			

We offer:

- › Deep dive into knowledge communication
- › Focus on computational methods
- › English language programme
- › Learning at the forefront of research
- › Small study groups
- › Promising career prospects
- › Bustling academic and cultural city

Want to find out more about the modules and seminars?

Take a look!



By the end of the programme, you will:

- › Understand the key ideas behind knowledge and science communication, including how it develops, why it matters, and how it influences society in the digital age.
- › Learn important methods and approaches in computational communication science, helping you analyse and interpret digital data, its nature, and structure.
- › Be able to research topics in (digital) knowledge and science communication using theory and empirical methods independently.
- › Develop critical thinking skills and learn how to apply research findings in practice.
- › Gain teamwork skills to solve problems effectively and collaborate with others in a constructive way.
- › Confidently present and discuss research findings in English.

As a result, studying this programme not only opens the doors to careers in research-oriented professions but also for work in public relations, in universities, industry, museums, cultural institutions, as well as in authorities and media companies. In all these areas, experts (e.g. social media experts, data analysts, knowledge brokers, communication consultants) with relevant knowledge are needed to shape the exchange of knowledge in science, civil society, politics, and business.

Join us in shaping the knowledge society!