Appendix 3: Admission requirements

(1) As well as the general admission requirements, acceptance to this course requires proof of the language requirements according to paragraph 2, as well as a successful aptitude test described in paragraph 3. The aptitude test serves to assess whether a candidate will be able to meet the subject-specific challenges of the course.

(2) The course demands English language skills to at least the level C1 of the Common European Framework of Reference for Language (CEFR). This must be evidenced as follows:

- English native speakers must provide:
  - English-language university entrance qualifications or
  - an English-language university degree.

- None-native English speakers must provide one of the following:
  - Test of English as a Foreign Language (TOEFL) with a minimum score of: 100 IBT (Internet-Based Test) or 250 CBT (Computer-Based Test) or 600 ITP (Institutional Testing Program)
  - Test of English for International Communication (TOEIC) with a minimum score of 800
  - International English Language Testing System (IELTS) with a minimum grade of 6.5
  - Cambridge Exam with a minimum level of CAE (Certificate of Advanced English)
  - Common European Framework of Reference for Languages (CEFR) with a minimum level of C1
  - A grade of at least “good” (2.3) in the module exam “Englisch, Fachsprache der Medien” of the BA-course “AMW”.

(3) The focus of the aptitude test is to assess a candidate’s suitability to the subject through a combination of the characteristics named in paragraphs 4 and 6, which are awarded different point values. In order to pass the aptitude test, a candidate must achieve a total of at least 70 points. Of these 70, at least 30 points must be gained in the criteria described in paragraph 4.

(4) According to § 60 paragraph 1 no.4 of the ThürHG, a candidate’s previous university degree is awarded a maximum of 60 points, according to its academic relevance, in the following criteria:

- Course content relating to communication and media research, with a specific focus on the function, structure and development of the media system, as well as background knowledge of the most important theories and research methods used in the communication and media sciences: a maximum score of 20 points;
• Course content including interdisciplinary work; different thematic approaches at a technical level and a basic understanding of technical and economic processes: a maximum of 20 points;

• Course content relating to communication and media in practice, with a specific focus on skills necessary during an internship for planning, shaping and evaluation of various media products in a way that conforms to the requirements of the target group, the media and the market; especially in radio and TV and in the areas of multimedia, the internet and the mobile world: a maximum of 10 points;

• Internationality, especially time during the course set aside for visits abroad (internships, studying abroad): a maximum of 10 points.

(5) Additionally, the grade achieved in a candidate’s previous university degree is awarded points as follows:

• Very good = 20 points
• Good = 10 points
• Satisfactory = 5 points

(6) Furthermore, a candidate’s suitability to this course is awarded points up to a maximum of 40 according to the following criteria:

• Competencies and skills in communication and media research, according to paragraph 4 indent 1, as evidenced by qualified professional experience: a maximum of 10 points;

• Skills and accomplishments relating to communication and media in practice, according to paragraph 4 indent 3, as evidenced by qualified professional activities: a maximum of 10 points;

• Readiness and motivation to conduct interdisciplinary research, as evidenced by the cover letter of the candidate’s application, as well as an outline for a possible scientific research project: a maximum of 10 points;

• International experiences, as evidenced by previous visits abroad (internships, study placements, vocational activities): a maximum of 10 points.

(7) If a candidate’s application documents are awarded fewer than 70 yet more than 50 points, his or her suitability to the course will be assessed during a 30 minute oral/speaking exam. This exam refers to the competencies described in paragraphs 4 and 6 and is graded up to a maximum of 30 points (= very good).

(8) The University Admissions Office, in accordance with the Examination Board, is responsible for deciding upon a candidate’s suitability as described in paragraph 1.