



Master Programme Book Studies: Book and Media Research

In accordance with the admission regulations, this study programme is aimed at qualified students interested in studies that offer a research-oriented approach to book and media history in its entirety, from manuscript to print and digital culture, and that examine in an interdisciplinary manner the social relevance of media upheavals from both a historical and current perspective.

Master of Arts (M.A.)
Consecutive, full-time
4 semesters, 120 ECTS points
Starts in every winter semester

Since the winter semester 2012/2013, Munich has offered a primarily research-oriented master programme entitled Book Studies: Book and Media Research.

The programme examines book and media history in its entirety, from hand-written culture to the e-book. The focus is on media variety, production and distribution as well as the reception of (book) media. Methods of research into media use behaviour are taught, as well as market and brand research along with reader and consumer research. The social relevance of media upheavals is investigated in an interdisciplinary manner and on an international level from both historical and current perspectives. In the context of digital transformation, it is necessary to reflect upon the effect of internet culture on literature and the literature business, the transformation of economic and distribution structures, and the internet as the main marketplace for books, as well as to analyse the trade of electronic products and to develop new price and business models.

It is also necessary to critically question the field of book and digital culture and to recognise possible connections between analogue and digital culture techniques, between paper technology and digital publishing products and between the various forms of electronic publication and its production and sales processes, including models of the book-on-demand process, i.e. the quick production of books oriented towards demand using digital printing. This course content is complemented by the teaching of academic-methodic tools for the carrying out of market research studies, which can be developed in practical profession-oriented courses in cooperation with publishers.

The study programme serves to support and encourage young scholars as well as to train for specialised professional fields in the media and publishing industry for which a higher qualification (possibly including a doctoral degree) is necessary, for example the areas of online marketing, Web 2.0 application and social networks. The study programme is designed for around 30 students per year. A research-oriented master thesis is to be submitted in the fourth semester. Admission requirement is a bachelor degree in book studies.