Contact Us

master science communication

Abbreviation	SCO
Type of study	Full time
Standard length of study	3 semesters
Degree awarded	Master of Science (M.Sc.)
Tuition	Non-EU nationals: 1000 € / semester
Admission requirements	Yes
Location	Ansbach, Germany
Course Language	English

Scan QR code to learn more

Ansbach University of Applied Sciences
Faculty of Media
Residenzstraße 8
91522 Ansbach
www.hs-ansbach.de
https://www.hs-ansbach.de/master/science-communication

Student advice (general)
study@hs-ansbach.de

Course director / Student advice (specific)
Prof. Dr. Andreas von Bubnoff
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Application period
Application: May 2 - June 30, 2026
Start first semester: Fall (Winter semester starts on October 1)

Please refer to our website for information on current contact persons, deadlines and dates.

Communicating science

HOCHSCHULE
ANSBACH

Degree Program

Study SciComm & Journalism in Germany—in English!

Do you love science and telling stories? Can you imagine a job that lets you talk to the smartest people on the planet and allows you to turn what you've learned into beautiful storytelling projects?
If the answer is yes, a career in science communication might be the perfect choice for you.
Career prospects are actually quite good. Because we need science to address many of today's most pressing issues like pandemics, climate change or artificial intelligence, science communicators are in demand—be it in journalism, governments, NGOs, think tanks, museums or ad agencies.

What makes the Ansbach Master's Program stand out?

- **Low tuition** (1000 € per semester for non-EU nationals)
- Taught entirely **in English.**
- **Learn strategic and journalistic** communication of findings from natural sciences, social sciences and humanities.
- Study and practice **traditional** communication through text, audio and video, as well as **innovative** approaches such as data visualization, virtual reality, or game and exhibition design.
- **Learn what distinguishes good from bad-quality research.** This includes understanding different research study designs and challenges like p-hacking, publication bias or predatory publishers.
- **Understand how to involve your audience through public engagement,** and explore what communication research has found about which communication strategies are the most effective.
- **Case studies and international guest speakers** will connect what you have learned to the real world.
- In your **Master's thesis** you'll either showcase what you've learned in a larger communication project, or you'll conduct an academic study to answer a communication research question with practical relevance for working journalists or science communicators.

Advantages/Future

Graduates will be able to:

- **Assess** the quality of scientific studies based on research study design, keeping in mind challenges like p-hacking, publication bias or predatory publishing.
- **Improve** the reliability of their own communication by applying strategies like pre-publication fact checking.
- **Adapt** communication tools and strategies to different use cases, publics and audiences by using text, audio, video, data visualization, immersive approaches, game design or exhibition design.
- **Understand** the different ethical and practical challenges that distinguish strategic communication (communicate to persuade) from journalistic communication (communicate to inform).
- **Develop** public engagement campaigns and risk and crisis communication strategies.
- **Apply** findings from communication research to make their communication strategies more effective.

The Ansbach Master's Program prepares for careers in:

- Science journalism
- Public relations for companies, non-profits, think tanks or governments
- Advertising in areas that use scientific knowledge (i.e. medical)
- Science diplomacy
- Exhibition design in places like museums
- SciArt (communicating science through art)
- Public engagement
- Game design

Curriculum

• 3 semesters (18 months) • Each module is the equivalent of 3 hours per week

1	Understanding Research	SciComm & Society	Basic Communication Tools & Strategies	Science Journalism	Strategic SciComm	Elective
2	Issues in Contemporary Science	Audiovisual Production	Data Storytelling	Exhibitions, Games, SciArt	Public Engagement	Evidence-based SciComm
3	Applied Research Project	Master's Thesis				Colloquium

Admission Requirements

We're looking for people passionate about science and storytelling from diverse backgrounds, ranging from recent science or social science and humanities undergraduates all the way to working scientists or even artists. What you'll need:

- A completed **bachelor's degree** equivalent to 180 ECTS with a minimum GPA of 2.5 on the German grading scale in relevant fields like natural or social sciences, humanities, communication, journalism, or arts. (Applicants with fewer than 210 ECTS must complete additional coursework or internships to make up the difference.)
- Proof of **English** proficiency at C1 level (IELTS 7.0 or TOEFL 100).
- A portfolio of at least three, ideally published, **examples of science communication** directed at non-expert audiences (articles, videos, podcasts, or creative projects).
- A **motivation letter** of up to 1,000 words in English explaining why you wish to enter the field of science communication, how your previous experience has influenced this decision, and what you expect to gain from a Master's degree in this field.