

ANSBACH SCIENCE COMMUNICATION MASTER'S PROGRAM

A green screen studio with people and equipment. Two women are standing behind a podium in the center. A man is standing on the right, adjusting a camera on a dolly. The ceiling is filled with various lights and rigging. The floor is a light-colored wood or laminate.

Germany's first English-language Master's program on science communication.

SINCE FALL 2025



- Where is Ansbach?
- Who will teach you?
- What will you learn?
- Application Requirements

AGENDA

WHERE IS ANSBACH?





OUR CAMPUS



WHO WILL TEACH YOU?

Director of program:

Andreas von Bubnoff, PhD

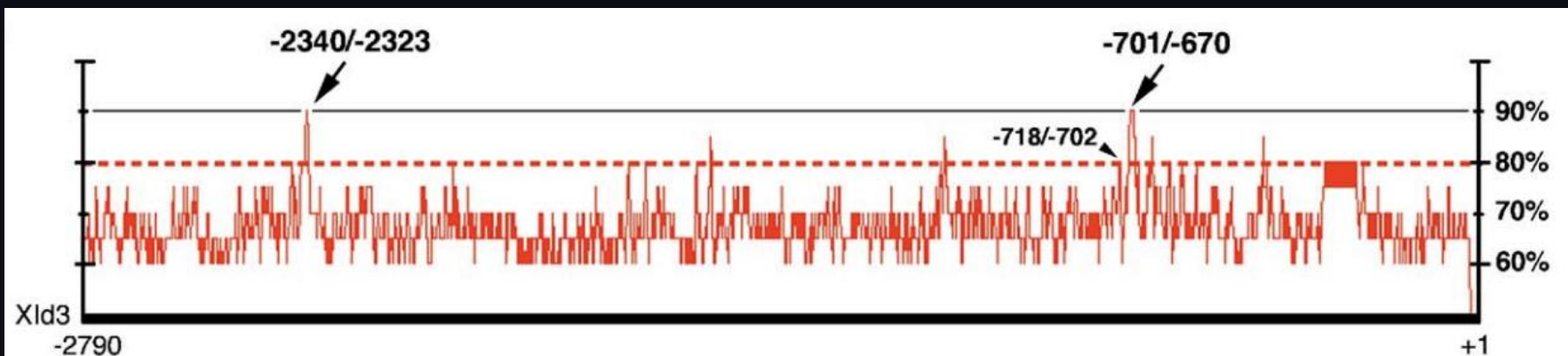
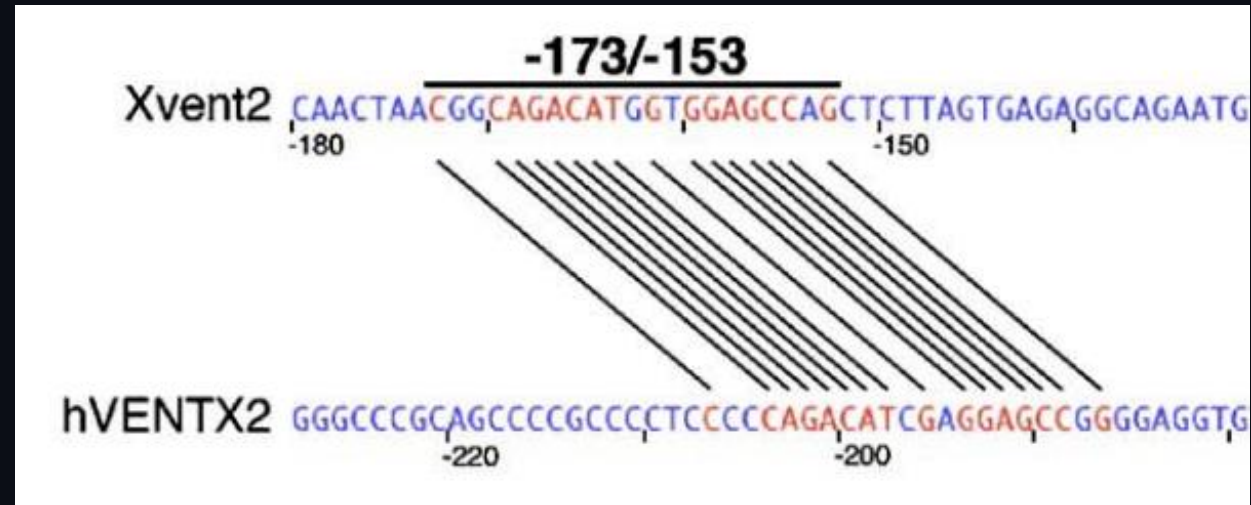
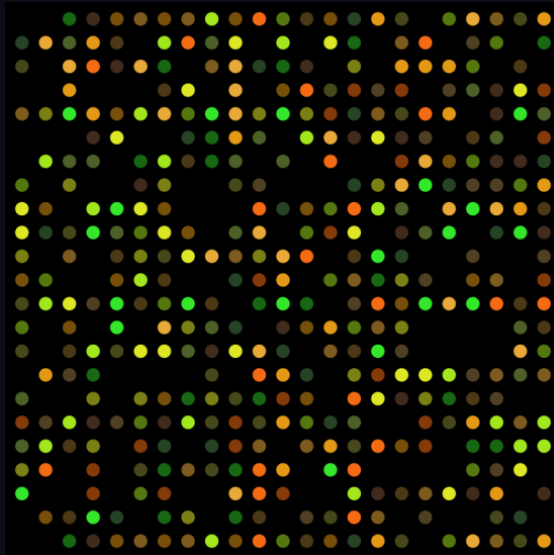
*Professor of Journalism and Science Communication,
Ansbach University of Applied Sciences*



**A LITTLE MORE
ABOUT ME...**

PHD RESEARCH: BIOINFORMATICS

My PhD dissertation in developmental biology involved data analysis from microarrays, measuring activity of thousands of genes and comparing DNA sequences to find „conserved“ regions important for turning on genes



JOURNALISM

The Washington Post

Frankfurter Allgemeine

ZEIT  ONLINE

knowable FROM ANNUAL REVIEWS MAGAZINE 

 NAUTILUS

nature

Cell

 Quanta magazine

Chicago Tribune

The Guardian

The Atlantic

GLOBE_

Storybench

greenpeace magazin.

ScienceNews
INDEPENDENT JOURNALISM SINCE 1921

Los Angeles Times

SonntagsZeitung

WIRED

ORF

RIFF
Reporter




JOURNALISM SPECIALIZATIONS

Climate change | Virology & Vaccines | Nutrition

GLOBE — LINES OF THOUGHT ACROSS SOUTHEAST ASIA

— CLIMATE CHANGE

The small cuts bleeding Cambodia's Tonle Sap Lake



1990 Dry Season

Siem Reap

Stung Treng

Kratie

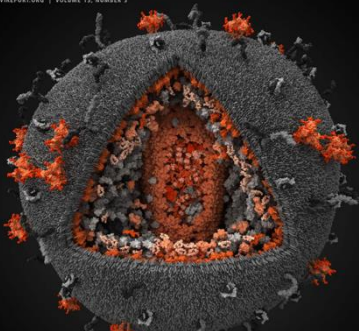
Phnom Penh

Ho Chi Minh City

Gulf of Thailand

IAVIReport

The Publication on AIDS Vaccine Research
WWW.IAVIREPORT.ORG | VOLUME 15, NUMBER 3




30 YEARS OF AIDS VACCINE RESEARCH

The Washington Post

Sections

Health

Intermittent fasting and why when you eat makes a difference



WHEN THE WORLD IS UPSIDE DOWN?

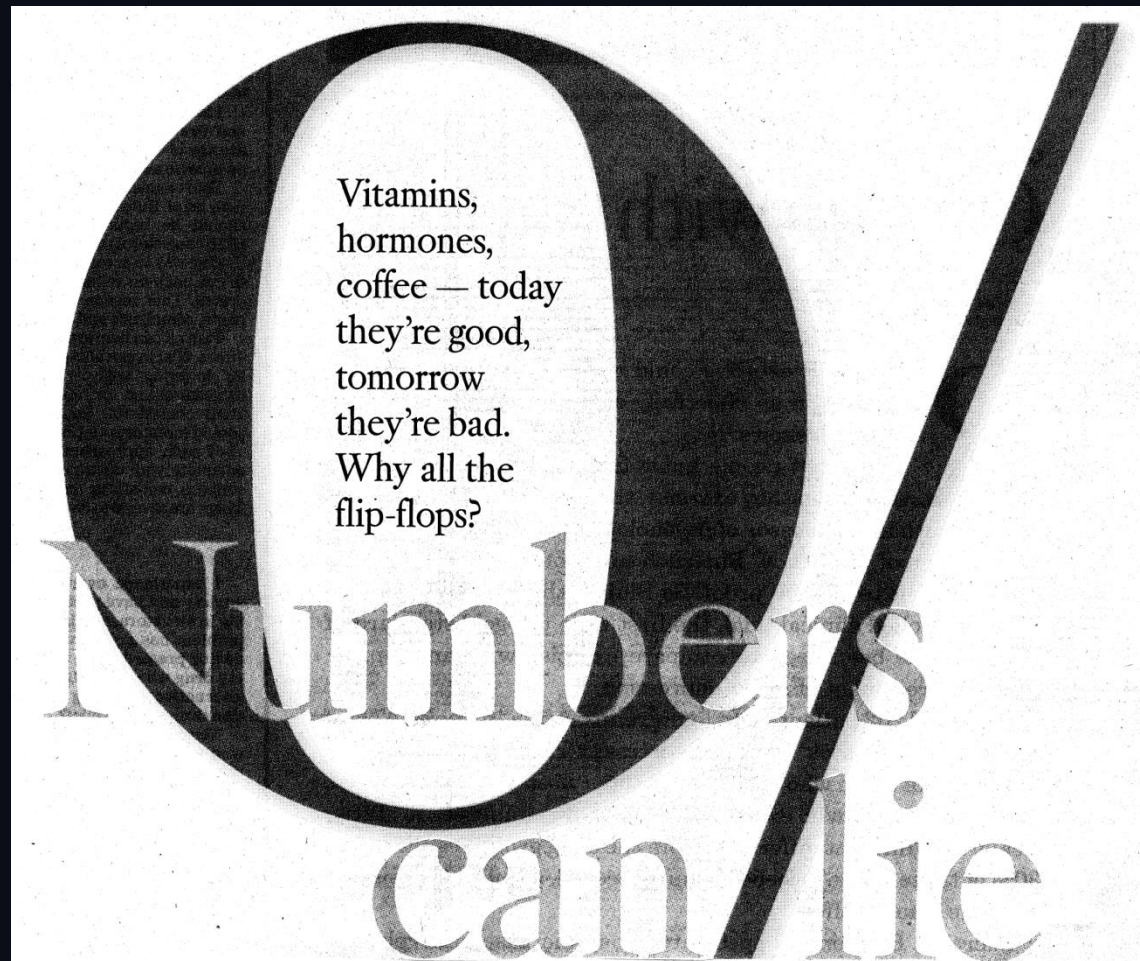
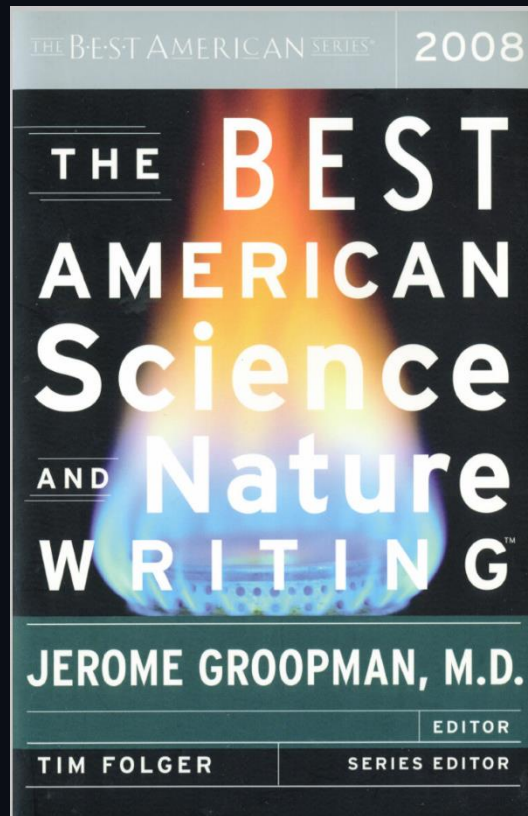
(Stock)

By **Andreas von Bubnoff**
Feb. 27, 2021 at 3:00 p.m. GMT+1

The world is getting fatter. More than 40 percent of U.S. adults are obese — almost three times more than in 1980.

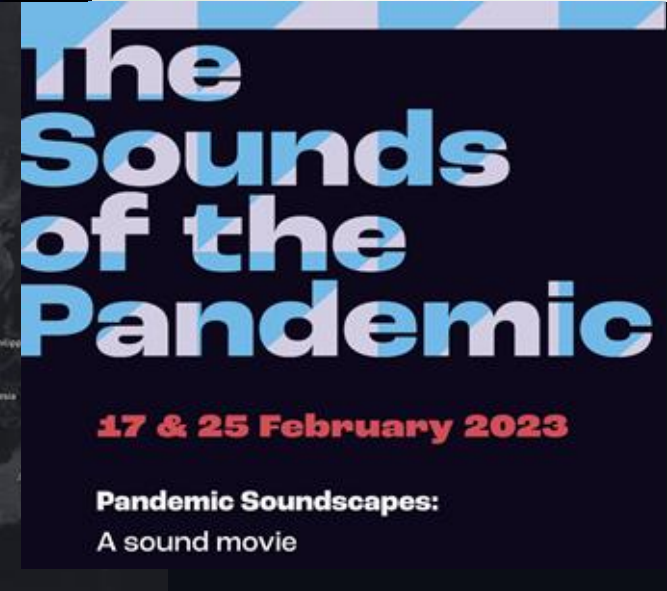
JOURNALISM SPECIALIZATIONS

Data quality & reproducibility



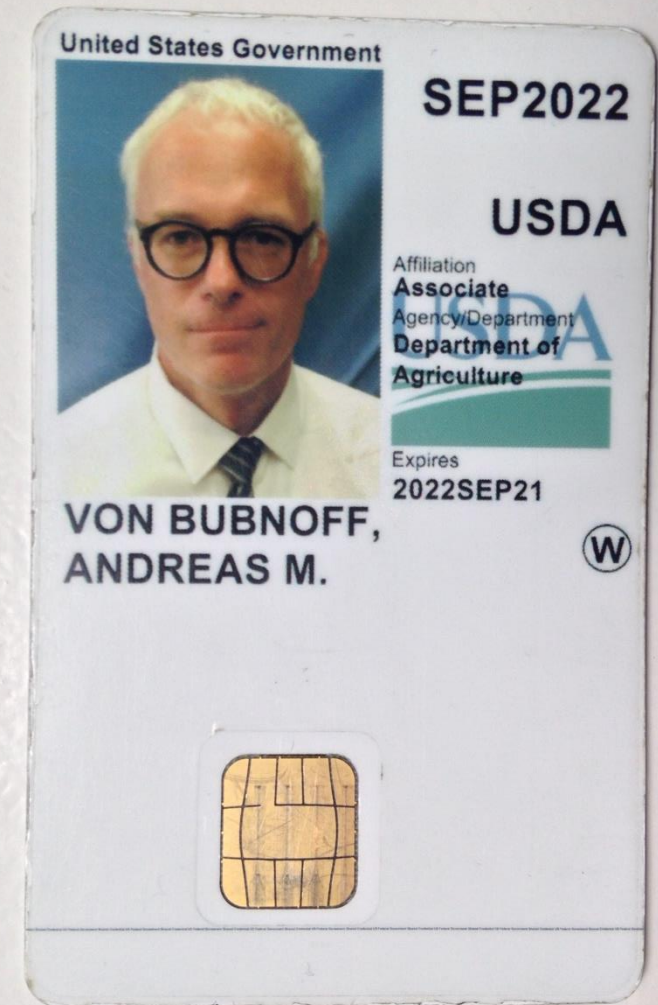
JOURNALISM SPECIALIZATIONS

Sound & SciArt



U.S. SCIENCE DIPLOMACY: GENOME EDITING POLICY

AAAS Science & Technology Diplomacy Fellow in Washington DC, advising the U.S. government on international genome editing regulatory policy.



**WHO ELSE WILL
TEACH YOU?**

INTERNATIONAL LECTURERS & SPEAKERS HAVE INCLUDED

MAIN LECTURERS

- Carl Smith (audio journalist *Australian Broadcasting Corporation*) AU
- Sean Mattson (Global Communication Officer Alliance Bioversity International) CO
- Patrick Klügel (Public Engagement Manager University of Tübingen) DE
- Dr. Deborah Cohen (medical journalist for *BBC*, *BMJ* and others) GB
- Robert Frederick (former digital managing editor at *American Scientist*) US
- Uwe H. Martin (independent visual storyteller) US

GUEST SPEAKERS

- Dr. Markus Gottschling (AI researcher at University of Tübingen) DE
- Dr. Tim Polzehl (CEO Gretchen AI, Berlin) DE
- Prof. Tom Duscher (Muthesius University of Fine Arts and Design, Kiel) DE
- Sarah Gorf-Roloff (freelance designer and illustrator) DE
- Denis Naughten (former Irish Minister of Climate) IE
- Dr. Caroline Wood (Press Officer University of Oxford) GB
- Rick Borchelt (former high-level science communicator at Executive Office of the U.S. President & Congress) US
- Dr. Peter Aldhous (investigative journalist for *Nature*, *Science*, *New Scientist*, *BuzzFeed News*) US
- Dr. Tim de Chant (Sr. Climate Reporter, *TechCrunch*) US

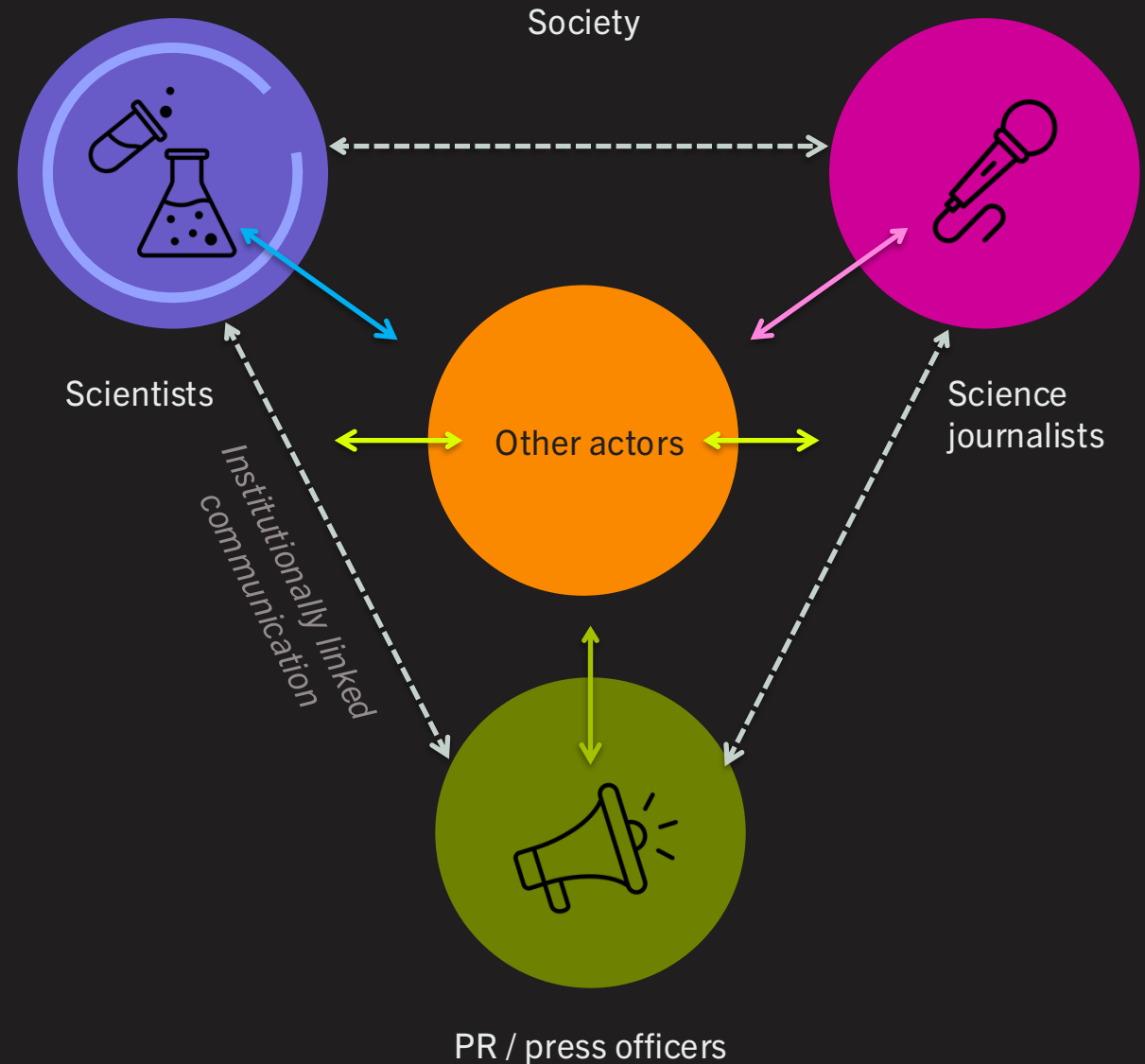
WHAT WILL YOU LEARN?

- Internal science communication (between scientists) → Understand & be able to read
- Strategic science communication (“communicate to *persuade*”) → Practice
- Journalistic science communication (“communicate to *inform*”) → Practice

Caption

- Internal science communication
- Institutionally linked external science communication
- Science journalism
- External science communication by other actors
- Bilateral interaction

Source: Carsten Könneker (2012)





WHAT WILL YOU LEARN?

What makes this program unique:

You will not just learn how to **communicate** science well, but also how to **critically assess the quality** of scientific research studies

WHAT WILL YOU LEARN?

3 semester (18 months)

Each module 4 class-hours per week / 5 ECTS

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

WHAT WILL YOU LEARN?

Semester 1: The **big picture & basics** of science and of communication

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

WHAT WILL YOU LEARN?

Semester 2: **Connect** your skills to the real world & deepen them

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

WHAT WILL YOU LEARN?

Semester 3: **Apply** what you've learned in an internship / project work & thesis

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

ALL THIS WILL PREPARE YOU FOR CAREERS IN

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

APPLICATION REQUIREMENTS: **PRIOR DEGREE**

- 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.
- You'll need a **university degree of at least 180 ECTS** (Bachelor's, Diplom, Magister, state examination) and grade 2.5 (= „good“ in the German grade system) in relevant fields such as natural or social sciences, humanities, communication, journalism or art.

APPLICATION REQUIREMENTS: **PRIOR DEGREE**

- If applying from abroad, you will first need a preliminary review documentation (**VPD**, German for "Vorprüfungsdocumentation)" from an organization called "uni-assist.de". Uni-assist will check your previous academic degrees and determine how they are graded in the German grade system.
- Because this usually takes 4–6 weeks, we recommend that you do this **as soon as possible** (you can start at any time). Make sure to upload the VPD **by July 15**; after that it may be too late to arrange the visa.

APPLICATION REQUIREMENTS: **PRIOR DEGREE**

- Applicants from the People's Republic of China, Vietnam and India need an **APS** certificate. It must be submitted to the university during the application procedure.

APPLICATION REQUIREMENTS: PRIOR DEGREE

- To receive a *preliminary* assessment of your university entrance qualification, you can use the [anabin database](#) (German only).
- To convert your grade, you can use the [German Grade Calculator](#). Please bear in mind that this is only a rough guide. What will count is the VPD.

APPLICATION REQUIREMENTS: LANGUAGE

Proof of **English proficiency at C1 level** (IELTS 7.0 or TOEFL 100)

→ This is usually not needed if English is the official language in your country of birth

→ Also, **no German language certificate needed anymore** but you will need to study some German while here (which you can do, for free!)

APPLICATION REQUIREMENTS: **MOTIVATION LETTER**

- **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.

APPLICATION REQUIREMENTS: **WORK SAMPLES**

At least three, ideally published, **examples of science communication** directed at non-expert audiences

- These can be articles, videos, podcasts, or creative projects combining any of these elements

APPLICATION REQUIREMENTS: **TUITION & FEES**

€ 1,000 per semester for non-EU applicants

€ 72 per semester to pay for for meals in the mensa,
psychological and legal counselling

APPLICATION REQUIREMENTS: **DEADLINE**


- The application portal will be open **May 2 to September 15, 2026**


IMPORTANT TO NOTE:

- **This is NOT a remote program.** There are hybrid / blended learning elements, but you will need to be there in person for the most part.
- **This is a FULL-TIME program.** It is very demanding and involved.

LIVING EXPENSES:

- Estimated living costs **€ 1,150 per month**
- To get a visa, you will also need a blocked bank account with **€ 11,904 per year**
- For more information check mygermanuniversity.com



 **Blocked Account Germany (2025/26)**

Your quick guide to securing a blocked account for your German student visa.

Country

[Calculate your amount](#) [→Find your best provider](#)

Compare all German Blocked Accounts 2025/26

At least 8 companies currently offer blocked accounts. You can find them all listed in our database.

 Coracle

 Fintiba

 CARE
CONCEPT

+more...

[→Find your best provider](#)

SCHOLARSHIPS:

- Information on study grants for international students is listed on our website at the bottom the page under “Finances & fees”: <https://www.hs-ansbach.de/en/service/international-student-advisory-service/service-offer/>
- Graduation scholarship for international students: <https://www.hs-ansbach.de/en/service/international-office/incoming/grants-for-international-students/>
- DAAD scholarship for international students: <https://www2.daad.de/deutschland/stipendium/datenbank/en/21148-scholarship-database/>

WORKING FOR STUDENTS:

- Students may generally work up to 20 hours per week
- But check if your visa limits the maximum working hours and institutions where you may work.
- There are unfortunately few, if any, opportunities to find work on campus (as a teaching assistant for example)
- Nonetheless, we have a Career Service that can help
- Also check <https://www.daad.de/en/studying-in-germany/work-career/>

HEALTH INSURANCE:

- For enrollment you will also eventually need an **electronic health insurance certificate**
- Further information: www.hs-ansbach.de > Service / International Student Advisory Service / Information for everyday life / Health care system and emergency numbers



FINDING AN APARTMENT:

 Immo Scout24

WG-GESUCHT

 immo welt

 kleinanzeigen

 meinstadt.de Immobilien

- Also check <https://www.hs-ansbach.de/en/service/living-in-ansbach/>
- Also consider renting in Nürnberg or Feuchtwangen

HOPE TO SEE YOU SOON WITH THE SECOND STUDENT COHORT AT THE NUREMBERG CHRISTMAS MARKET!

study@hs-ansbach.de

andreas.von-bubnoff@hs-ansbach.de



**HOPE TO SEE YOU SOON WITH THE
SECOND STUDENT COHORT AT
THE NUREMBERG CHRISTMAS MARKET!**

Your Questions?

study@hs-ansbach.de

andreas.von-bubnoff@hs-ansbach.de