Ansbach Science Communication Master

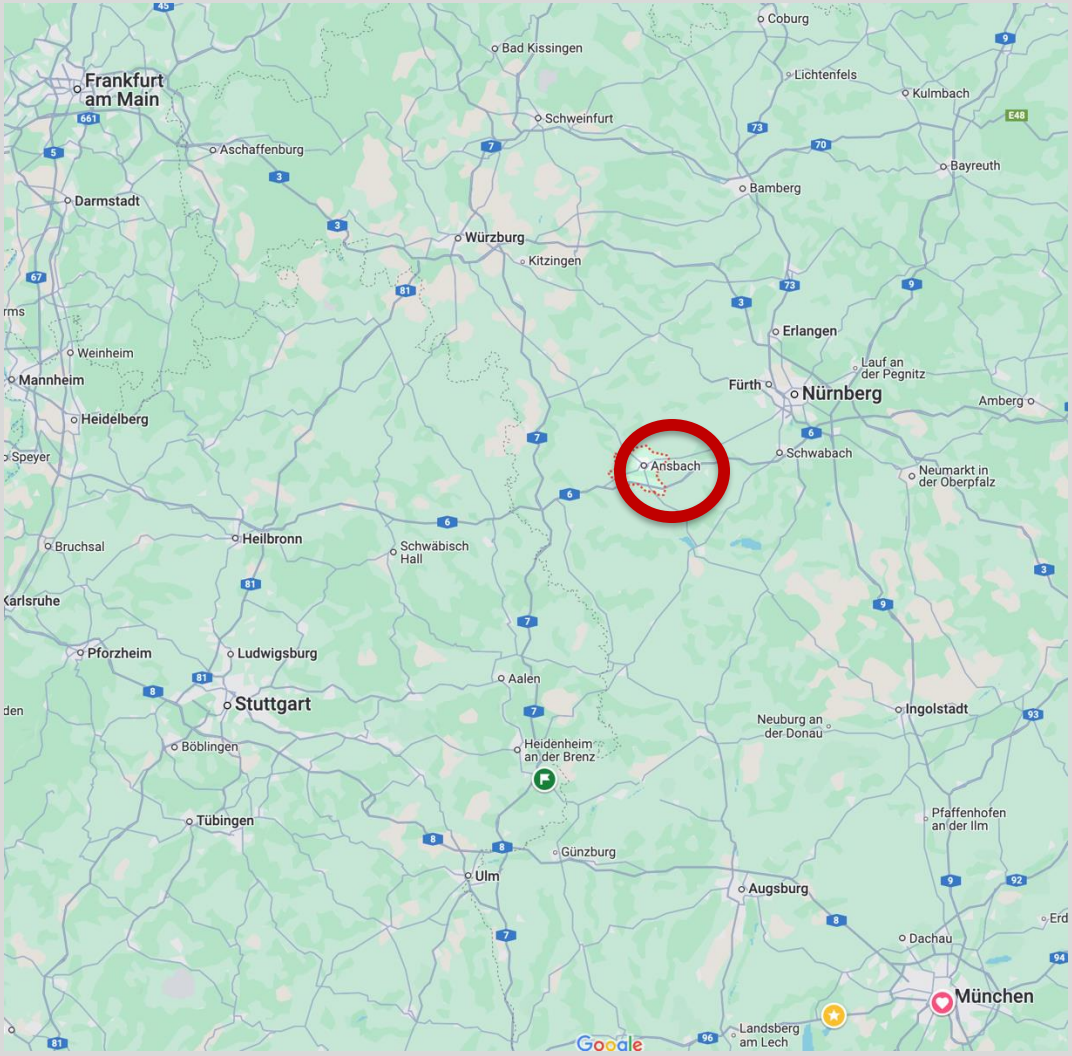
1) Where is Ansbach University of Applied Sciences?
2) Who will teach you?
3) What will you learn?
4) Application requirements
5) Your Questions

Ansbach Science Communication Master

1) Where is Ansbach?

Ansbach Science Communication Master

1) Where is Ansbach?



Ansbach Science Communication Master

1) Where is Ansbach University of Applied Sciences?

Downtown Ansbach

Campus

https://360.drohnenakademie.bayern/CampusAN/

Ansbach Science Communication Master

1) Where is Ansbach University of Applied Sciences?
2) **Who will teach you?**

➔ Director of program: Andreas von Bubnoff, Professor of Journalism and Science Communication, Ansbach University of Applied Sciences

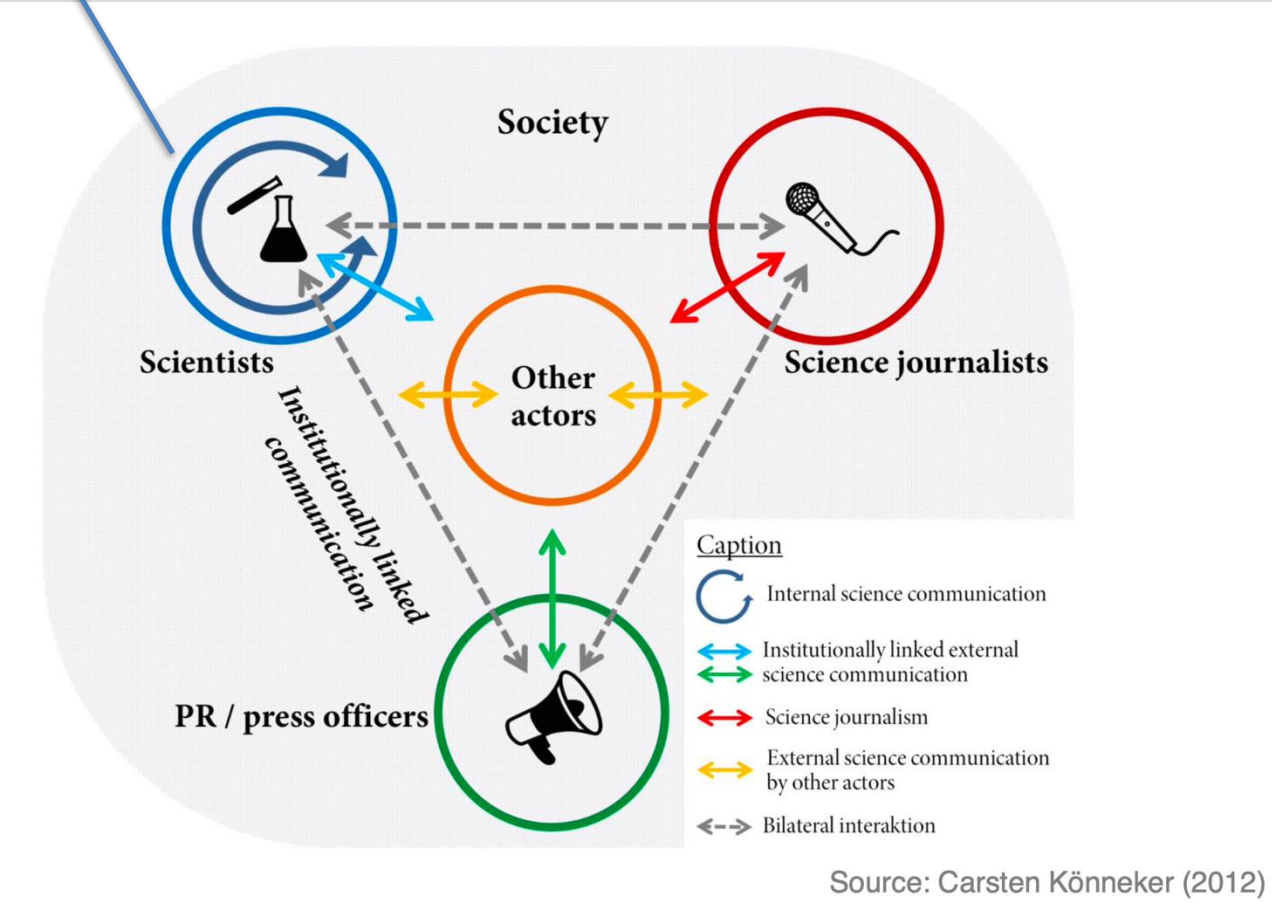
➔ Guest lecturers and teachers from all over the world

Ansbach Science Communication Master

1) Where is Ansbach University of Applied Sciences?
2) Who will teach you?
3) **What will you learn?**

What will you learn?

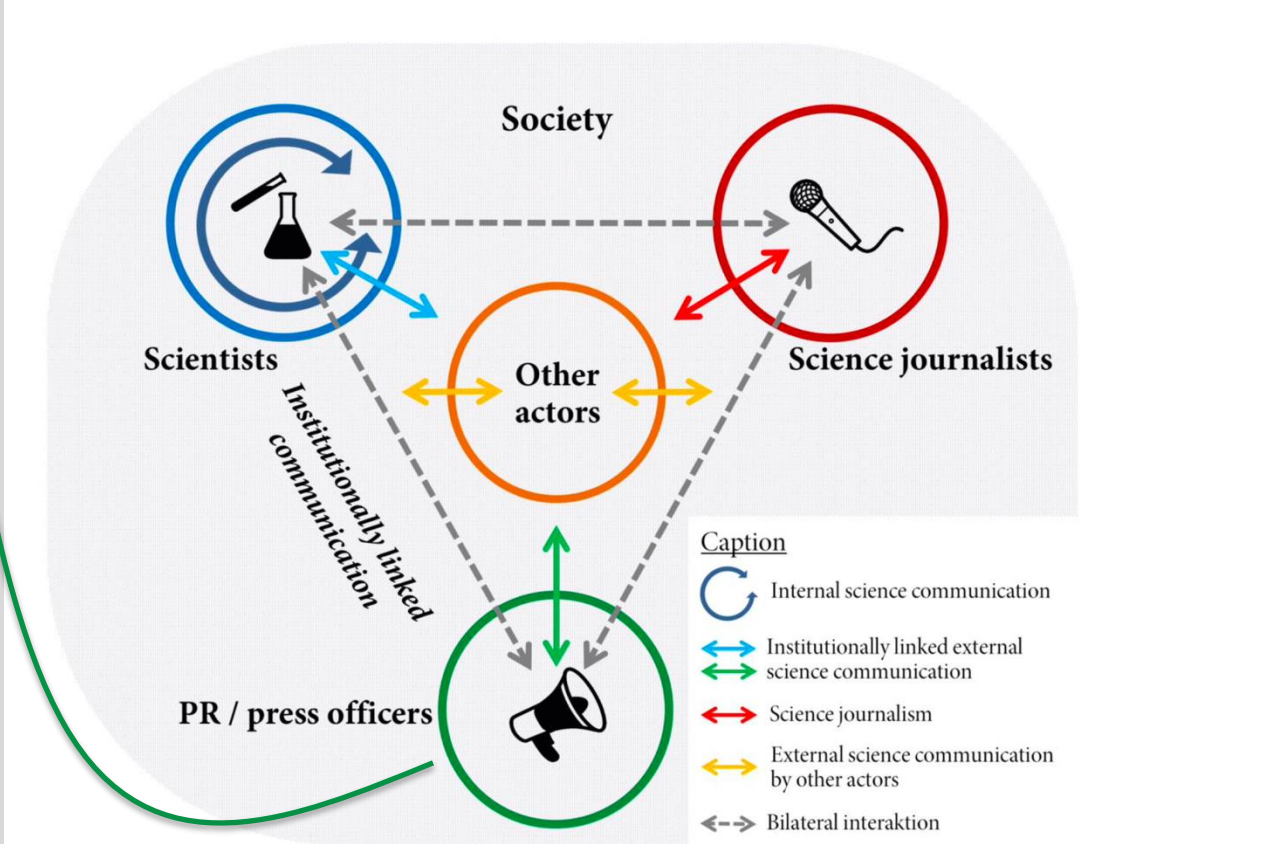
- **Internal** science communication (between scientists)



Source: Carsten Könneker (2012)

What will you learn?

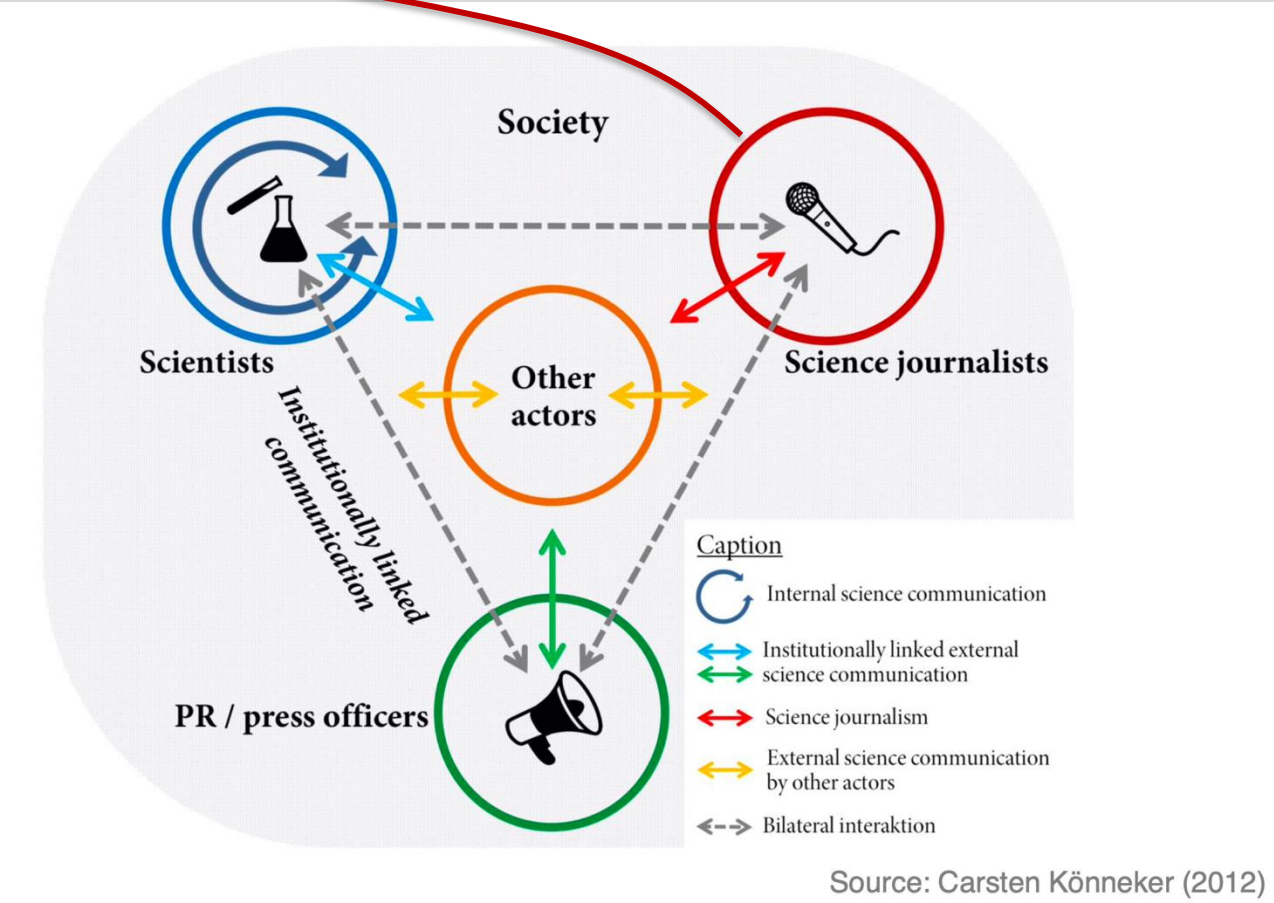
- **Internal** science communication (between scientists)
- **Strategic** science communication ("communicate to persuade")



Source: Carsten Könneker (2012)

What will you learn?

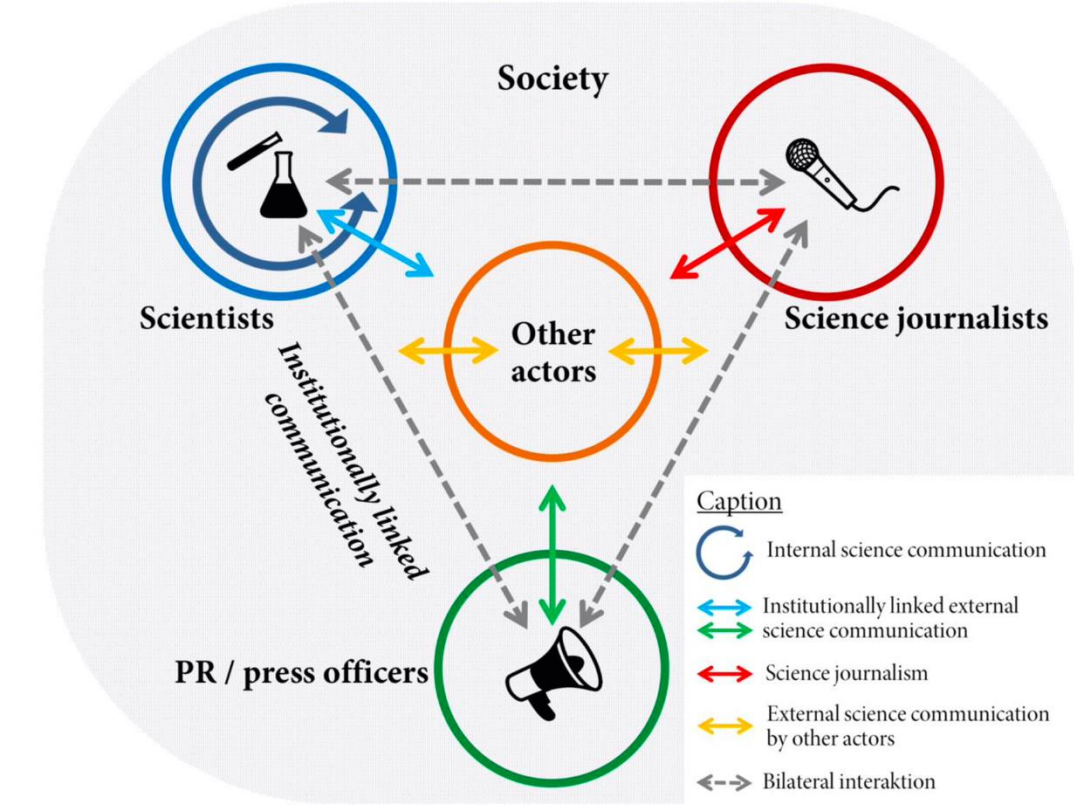
- **Internal** science communication (between scientists)
- **Strategic** science communication ("communicate to persuade")
- **Journalistic** science communication ("communicate to inform")



What will you learn?

- **Internal** science communication (between scientists) ➔ understand & be able to read
- **Strategic** science communication ("communicate to persuade")
- **Journalistic** science communication ("communicate to inform")

➔ practice



Source: Carsten Könneker (2012)

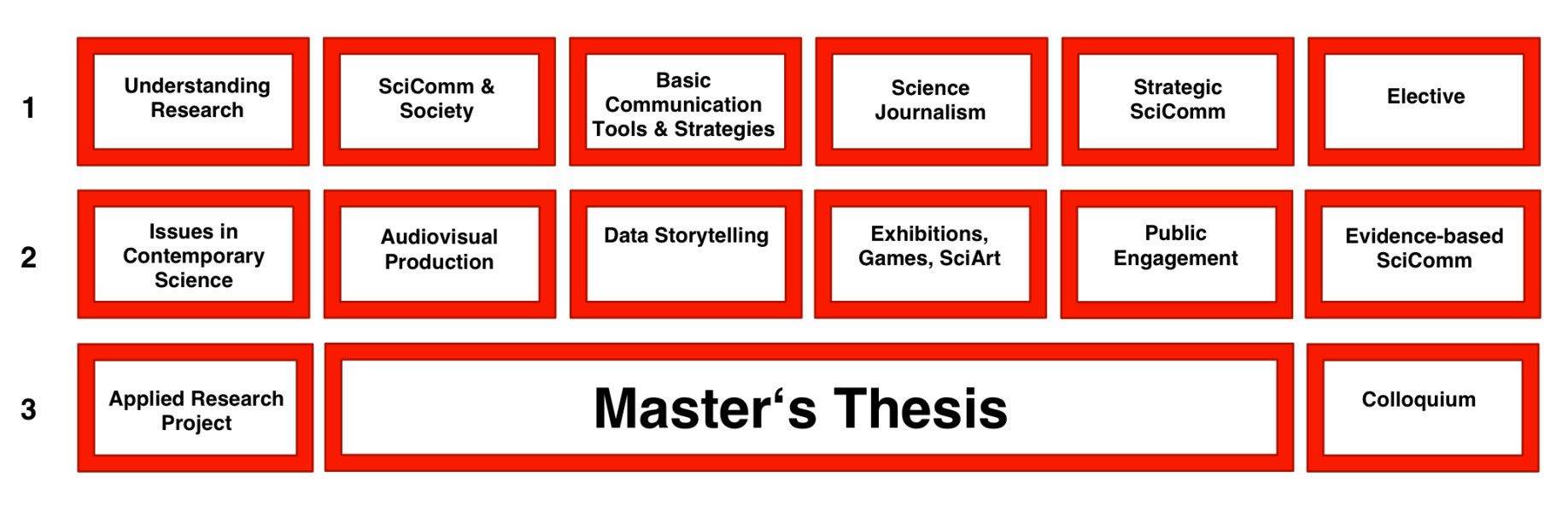
What will you learn?

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

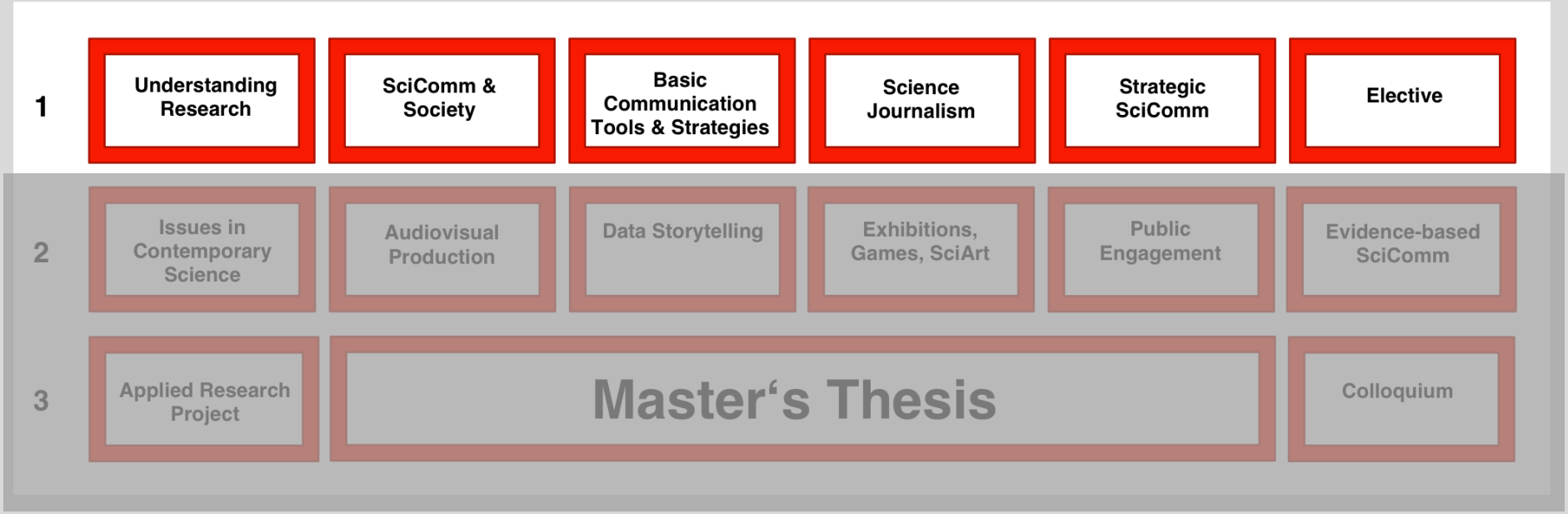
What will you learn?

- 3 semesters (18 months)
- each module 4 class-hours per week / 5 ECTS



What will you learn?

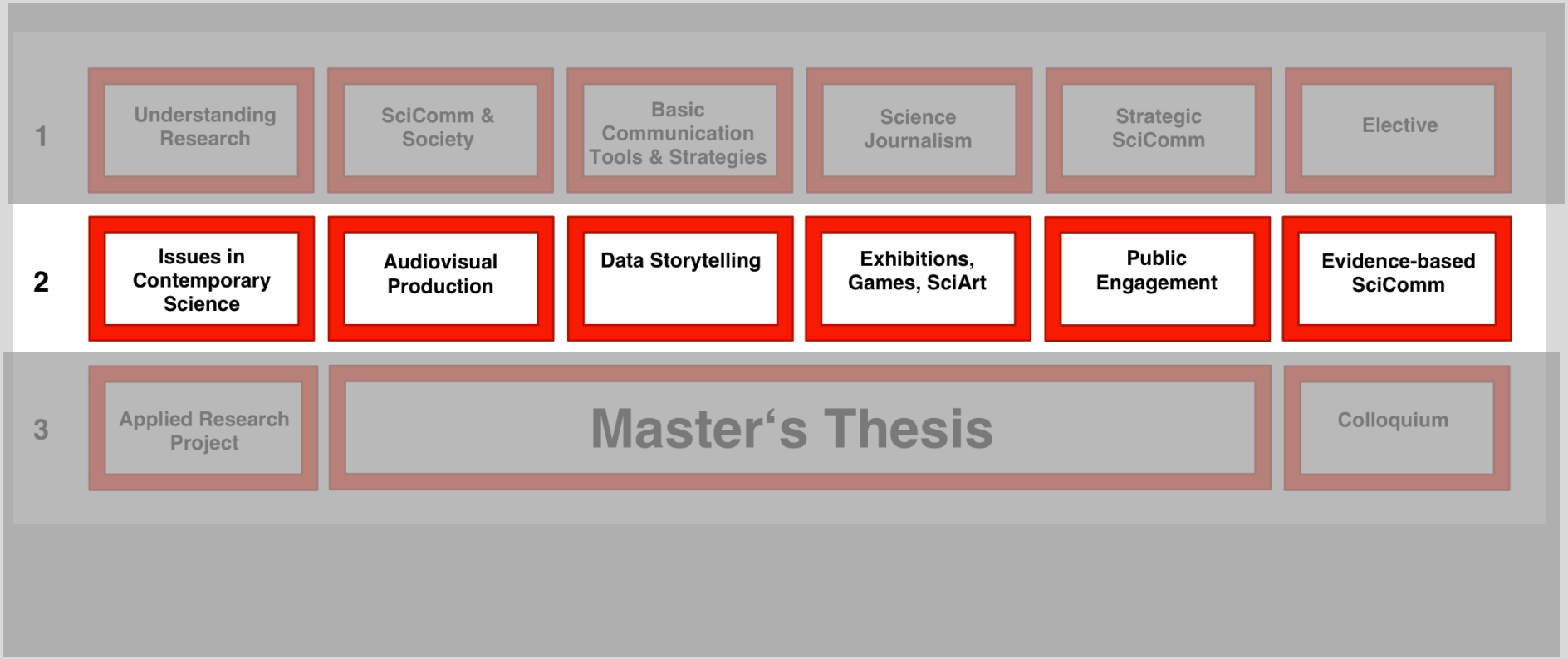
Semester 1: **The big picture & basics** of science and of communication



What will you learn?

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

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

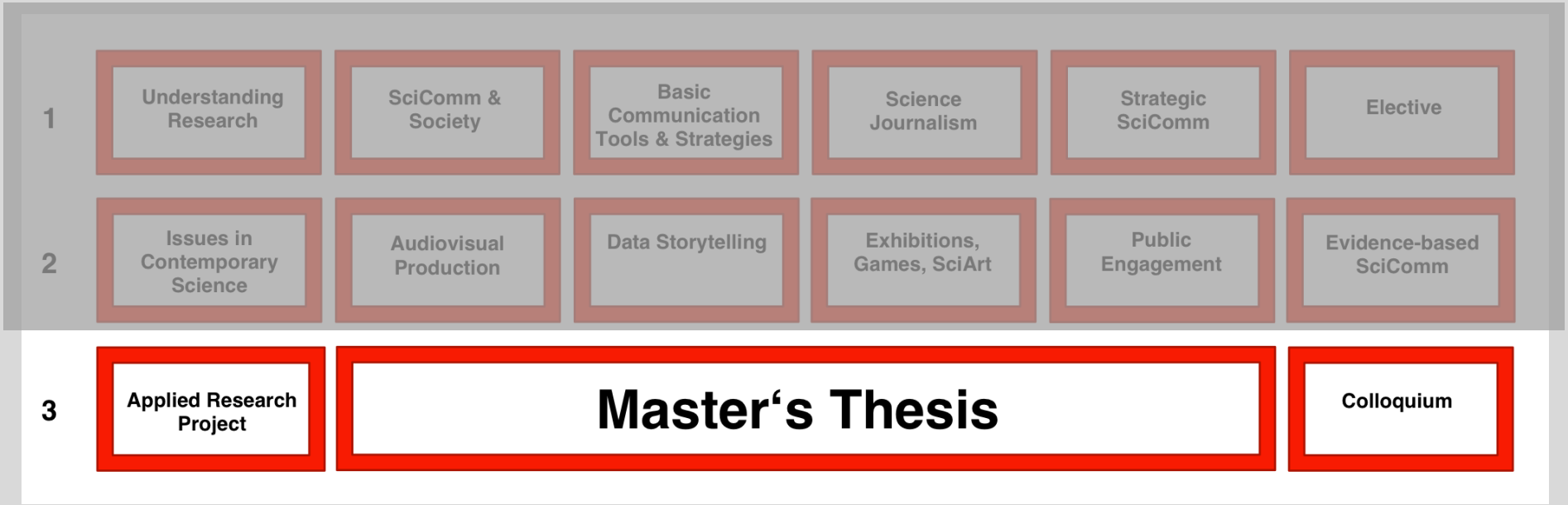


What will you learn?

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

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

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



What will you learn?

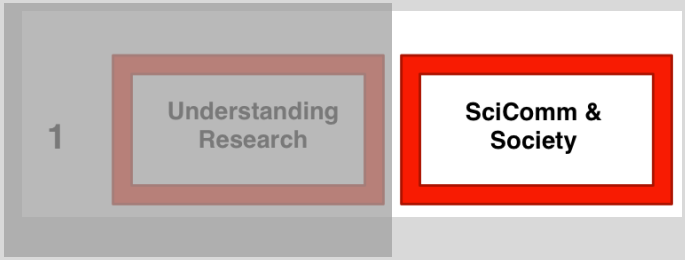
Semester 1: **The big picture & basics** of science and of communication

Understand scientific research and its role in global society: Workflows, players, challenges, ethics

- **philosophical** and historical roots and underpinnings of science;
- How **study design** affects **quality** of research studies
- proper use and limitations of **statistics**
- traditional and non-traditional ways of scientific **publishing**
- challenges such as **reproducibility** problems, confirmation and publication bias, poor experimental design, **p-hacking**, and predatory journals
- research **publishing**
- **ethical** issues (dual use for example)
- Scientism and the role of **social** sciences and **humanities**
- The importance and measuring of trust in science

What will you learn?

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



Understand science communication and its role in global society: Workflows, players, challenges, ethics

- ethics, workflows and strategies to assess and overcome **quality** challenges (example fact checking)
- **sources**: balanced choice, primary versus secondary etc.
- journalism versus activism
- Challenges like confirmation and publication **bias** and other challenges, belief cascades or expert citation bubbles
- **misinformation** prevention and management
- Should we communicate **social** sciences and **humanities** differently from the natural sciences?

What will you learn?

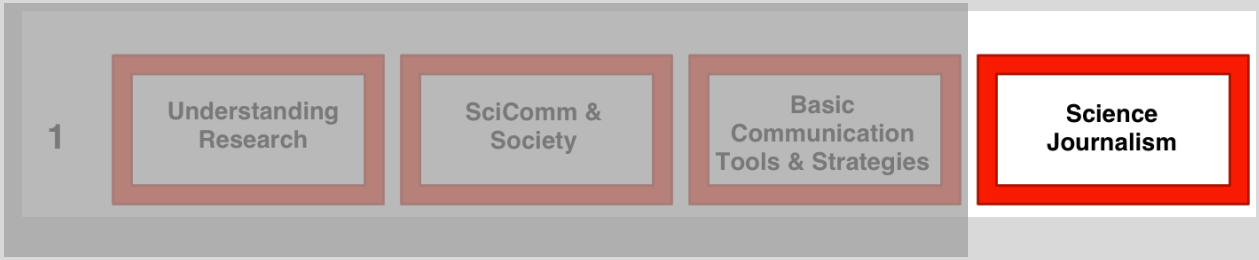
Semester 1: **The big picture & basics** of science and of communication

Basic communication tools & strategies

- exercises in basic research and communication skills
- **literature** research
- Difference between **academic** and **journalistic** writing
- **interviewing** & **reporting**
- **news** style writing
- **social** media communication
- **presentation** and **moderation** skills
- basics of **audiovisual** production
- **Psychology** of communication (example: the curse of knowledge)
- Principles of **storytelling** (example: hero's journey; And-But-Then)
- AI in communication: Challenges and potential

What will you learn?

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



Science Journalism: Tools, workflows, case studies, business models

- Journalistic science communication ("communicate to **inform**")
- case studies & exercises
- learn how to cover **complex** science stories, from finding and pitching story ideas and reporting to outlining, writing and fact checking
- **investigative** techniques (FOIA requests, open-source intelligence / OSINT)
- The science journalism **ecosystem**: Where to publish and why and how to survive doing so
- how to **survive** as a freelancer & journalistic **business** models
- Chance to develop a major communication **project** you will continue working on later as an ARP and/or thesis project, possibly collaborating with students working on an academic communication research project

What will you learn?

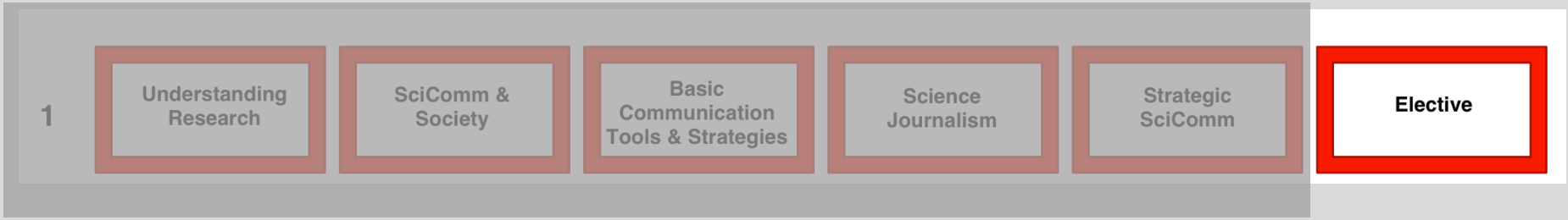
Semester 1: The big picture & basics of science and of communication

Strategic Science Communication: Tools, workflows, case studies

- The role of the strategic communicator: communicate to **persuade**
- Strategic **risk and crisis** communication
- Writing corporate **PR** pieces
- Writing **Advertising** copy
- Communicating science for **governments**: diplomatic cables, speeches, policy memos, white and gray papers
- Communicating science for **NGOs**
- **Ethical** considerations and challenges when doing both strategic scicomm and journalism at the same time

What will you learn?

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



Elective: Choose any related class you're interested in that serves your goal or project

- In preparation: Module on **sustainability** journalism
- Others TBA

What will you learn?

Semester 2: **Connect** your skills to the real world

Issues in Contemporary Science

- Biweekly public guest lecture or debate on **current issues in science** open to all students and faculty and biweekly seminar discussing it
- Students are encouraged to use the lecture series to explore potential ideas for communication or research projects.

What will you learn?

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

2

Issues in Contemporary Science

Audiovisual Production

Deepen your skills in

- **Audiovisual** production

What will you learn?

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

2

Issues in Contemporary Science

Audiovisual Production

Data Storytelling

Exhibitions, Games, SciArt

Public Engagement

Deepen your skills in

- Audiovisual production
- **Data** storytelling
- **Exhibitions, Games, SciArt**
- **Public** Engagement

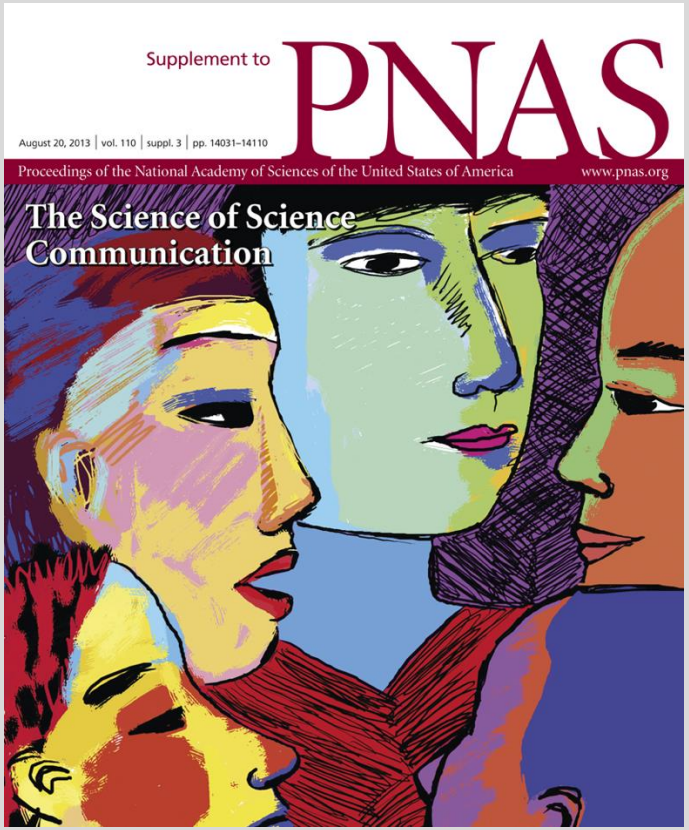
What will you learn?

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

2 | Issues in Contemporary Science | Audiovisual Production | Data Storytelling | Exhibitions, Games, SciArt | Public Engagement | **Evidence-based SciComm**

Evidence-based science communication

- Learn about the science of science communication or how theory and empirical results from social science studies can make communication more effective
- Develop a **research** project you might want to continue in your ARP and/or Master s Thesis



What will you learn?

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

Applied Research Project

- Can be an internship or project work on campus

What will you learn?

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

Master's Thesis

- Choose between a research study or a communication project

Ansbach Science Communication Master

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4) **Application requirements**

Application Requirements: Prior Degree

- University degree of at least totalling 180 ECTS (Bachelor's, Diplom, Magister, state examination) and grade 2.0 in relevant fields such as natural or social sciences, humanities, communication, journalism or art.

- Applicants with fewer than 210 ECTS must complete additional coursework or internships to make up the difference **(by the end of the 2nd semester)**

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- If applying from abroad, you will first need a preliminary review documentation (**VPD**, German for "Vorprüfungsdokumentation)" 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 submit the VPD until **July 15th**; after that it may be too late to arrange the visa.

- You will then use the uni-assist report to apply at the "PRIMUSS" application portal at Ansbach University of Applied Sciences, which will be **open until June 15, 2025**.

Application Requirements: Language

- Proof of **English** proficiency at C1 level (IELTS 7.0 or TOEFL 100; to be submitted **by June 15**).
  ➔ This is usually not needed if your university entrance qualification is from a country where the primary official language is English (e.g., the UK, the US, Australia, or New Zealand).

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- Proof of **German** proficiency at A2 level (may be submitted by **Sep. 15, 2025**).
  ➔ This is usually not needed if you have an academic degree from a German-language University.

- Please contact us directly at study(at)hs-ansbach.de if you aren't sure or have any questions.

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: Deadlines

- Uni-assist to get VPD: **Submit by July 15 if possible**
- Ansbach University application link will be open **until June 15, 2025**
- German A2 certificate: Submit by **Sep. 15, 2025**