

Discover the fascinating world of book studies! Immerse yourself in the diverse communicative processes that underlie writing-based media. At our center, we explore not only books, but also newspapers, magazines, and the latest electronic formats such as e-books, apps, and blogs. Our focus is on understanding how these media are created, distributed, and used by people. We take you on an exciting journey back in time to better understand contemporary reading and writing.

Book studies examines the communicative processes that underlie writing-based media. We therefore look at the book as well as the newspaper and magazine, are interested in the printed variants as well as in the electronic ones such as e-books, apps, and blogs. The focus is on the question of how the writing-based media are produced, distributed, and used. We always look to the past to understand what is contemporary. If you are interested in books, newspapers and magazines and, above all, want to learn about the processes that underlie them, then you have come to the right place.

Bewerbung für zulassungsfreie Studiengänge

#FAUtogether

FAU - Moving Knowledge

In the first two semesters, modules 1 through 4 teach the essentials of the subject. Here you will learn what writing-based media are, how the system of written media communication is structured, and what resources are necessary to make it work. You will learn about theoretical approaches that help you understand what, for example, writing, media, and communication are, and you will be introduced to methods that serve as tools for answering questions relevant to book studies.

This first study phase is concluded with the so-called Fundamentals and Orientation Examination (GOP) at the end of the second semester. For this, you must successfully complete modules 1 to 3 by passing the respective examinations.

In the two following semesters, the core modules 6, 7 and 8 will help you to deepen your knowledge of the subject matter. These introduce you to the essential aspects of the communication process of writing-based media in the form of lectures, which are then further developed in seminars. You will learn about the processes of communication and their influencing factors and control mechanisms, learn about the cultural technique of reading, and become familiar with the actors who ensure that writing-based media are produced and disseminated.

Your final two semesters are about being able to show what you have learned. In Module 9, you will independently develop questions with relevance to everyday life and strategies for answering them. This can then also lead to your Bachelor's thesis. Module 5 and internships that you complete during your studies will provide you with practical experience. You can do these both in Germany and abroad.

The Bachelor of Arts (B.A.) in Book Studies is a first degree qualifying for a profession, which is acquired after three years of study (six semesters).

Following modules are provided:

Most importantly, you must be interested in the subject and its contents, be able to develop enthusiasm even for the unfamiliar or difficult, and show full commitment.

We want you to be open to media that we take for granted and therefore often encounter with preconceived notions. However, we want to deal critically with books, newspapers and magazines and question how they have developed into what they are, what opportunities but also risks are associated with the various formats, distribution channels and cultural techniques and what status they had, have and possibly will have.

You should have the desire and also the will to work independently: We are not teachers pushing you from school assignment to school assignment;

rather, you are spurring yourself on as you study what you want of your own accord.

We also expect you to enjoy reading academic texts: This includes engaging with them and feeling elated at how they produce insights that help you progress – not just in the current seminar or semester, but beyond your studies.

In media companies, especially in publishing houses, all departments such as editing, marketing and sales, press or licenses come into question, but staff positions such as assistant to the management or in corporate development are also attractive. The IT department is becoming increasingly important. At the distribution level, i.e. in the book, press or general media trade, the focus today is on the logistics of physical and digital media, information management and customer orientation. Other specialized alternatives are communications agencies, communications departments of large companies or cultural institutions. Additional specialization comes from your second subject in the bachelor's program and from internships you have done during your studies.

Das Lehrangebot dieser Kombination ist so aufeinander abgestimmt, dass die Fächer in der Regel überschneidungsfrei miteinander kombiniert werden können.

Diese Kombination kann nur nach einer diesbezüglichen Studienberatung studiert werden.

Die Überschneidungsfreiheit kann jedoch nicht garantiert werden.

Die Studierenden tragen selbst die Verantwortung für die Studierbarkeit der Kombination

und die Einhaltung der Fristen des § 10.

Der Nachweis einer Studienberatung ist bei der Immatrikulation vorzulegen.

30.09.

Nachweis ausreichender Kenntnisse in mindestens 2 Fremdsprachen (darunter Englisch) bis zum Ende des 4. Semesters

The application deadline for the winter semester for international applicants is July 15th.

In addition to the general qualification for university entrance (Abitur), there are other access options for studying at FAU.

Our Student Advice and Career Service (IBZ) is the central point of contact for all questions about studying and starting a degree programme. Our Student Service Centres and subject advisors support you in planning your studies.

Degree: Bachelor of Arts (B.A.)

Duration of studies in semester: 6

Start of degree program: Winter semester

Study location: Erlangen

Number of students: 50-150

Subject group: Language and Cultural Studies

Special ways to study: 2-subject Bachelor, Part-time degree program

Teaching language: completely in German

Admission Requirements: No Admissions Restrictions

Admission requirements (first semester): No Admissions Restrictions

Application deadline winter semester: 30.09.

German language skills for international applicants: DSH 2 or equivalent

General language skills: Nachweis ausreichender Kenntnisse in mindestens 2 Fremdsprachen (darunter Englisch) bis zum Ende des 4. Semesters

Details and notes: The application deadline for the winter semester for international applicants is July 15th.

In addition to the general qualification for university entrance (Abitur), there are other access options for studying at FAU.