

Bachelor's degree

The Bachelor of Arts degree is designed for students seeking employment at the intersection of music, the media, culture and business, which explains the strong emphasis on practical training in the area of music and media. At the same time the degree programme can also be seen as a first step towards an academic career in the field of popular music research. Electives are chosen from the following areas: business administration, media economics and general studies.

Modules:

- Introduction to Popular Music and Media
- History of Popular Music
- General Music History
- Introduction to Musicology
- Applied (Popular-)Music Theory
- Music Production/Songwriting
- Music Business
- Current Topics in Popular Music and Media Culture
- Music and Social Contexts/Gender Studies
- Applied Music- and Media Practice/Music Journalism
- Academic and Business English
- Media Theory/History
- Media Analysis

Electives:

- General Studies or
- Basic Principles of Business Administration and Basic Principles of Economics or media economics

Other modules:

- Internship/Semester Abroad
- Thesis

Degree: Bachelor of Arts (B.A.)

Period of study: 6 semesters

Entry requirements: general certificate for entrance to a university (Allgemeine Hochschulreife – A Levels). In addition, an entrance examination must be undertaken. Working experience in the fields of music and/ or media are highly appreciated. Furthermore, candidates are expected to take a close interest in the issues surrounding popular music and media. For detailed information concerning the entrance examination please visit our official website.

Master's degree

The study course gives increased prominence to academic research and work in seminars. On one side, it can be seen as a further step towards an academic career leading to a Ph.D. degree in popular music and media research. On the other side it can be seen as a qualification for senior positions in the cultural and media sector or the music industry. Again, students have access to a large portfolio of electives from the areas of business administration, media economics and general studies. **Applications from students of related subject areas are more than welcome!**

Modules:

- Contexts: Popular Music and Current Media Development
- Popular Music Studies: Theories and Methods
- Textures: Analysis of Popular Music
- Applied Music- and Media Practice/Music Journalism
- Music Management and Cultural Management
- Perspectives: Popular music and the dynamics of social and cultural change
- Media Culture:
 - A) Criteria of Media Development, Theory, History or
 - B) Criteria of Media Design, Analysis, Aesthetics

Electives:

- Media Economics:
 - A) Management or
 - B) Accounting and Finance or
- Advanced Cultural Studies Module

Other modules:

- Master's thesis & defensio

Degree: Master of Arts (M.A.)

Period of study: 4 semesters

Entry requirements: A bachelor's degree in popular music and media or a similar study course. Candidates with qualifications in related fields have to document their artistic, academic and work-related involvement with popular music and media. Students of other study courses may have to fulfill additional study and exam achievements as additional entry requirements. The departmental examination board then specifies, in mutual agreement with the candidate, any additional qualifications necessary to complete the application process. For further information please visit our official website.

Further information

For more information about the application please visit

www.popstudium.de

See: Informationen Populäre Musik und Medien →

Bewerbung und Zulassung

Further information on our facebook page:

<https://www.facebook.com/PopulaereMusikUndMedienPaderborn>

See also the website of the music department www.upb.de/musik

for information concerning the teacher training studies.

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Popular Music and Media

Popular Culture is media culture. The history of popular music was profoundly influenced by technological developments over the past one hundred years. The invention and continued development of music and studio equipment, records and other mass media were and still are very important when it comes to production, distribution, reception and reprocessing of popular music. Furthermore, the people engaging in popular music – whether it be producers, marketers, journalists, global superstars or local heroes – are major players in our (media) society. This is why we can learn so much about today's mediatized world by examining popular music and its fields.

The transdisciplinary approach

The study course “Popular Music and Media” is designed in an inter- and transdisciplinary manner. While it belongs to the music division of the Paderborn University, many other departments are also involved in this programme including:

- the Institute of Media Studies
- the Musicology Seminar of the Detmold University of Music and Paderborn University
- the Faculty of Business Administration and Economics
- the Centre for Information and Media Technology
- the Center for Language Studies (ZfS)



Theory and Practice

The acquisition of academic competencies and the gathering of media practical experiences are the main aspects of this course of study. In addition to academic and practical training, students will develop an understanding of the basic concepts of:

- Music Management, Event Management & Cultural Management
- Music Production
- Journalism in the fields of Music and Culture
- Media work (radio, TV, internet)
- Artist and Performance Coaching
- etc.

In addition, students develop their research competence and broaden their general communication skills including Academic and Business English. The acquired knowledge will be put into practice in a variety of projects under the guidance of our teaching staff. These projects will provide students with many important skills like responsibility, teamwork and managerial skills, as well as rhetorical and organizational abilities. Students obtain useful insight view into the inner workings of the modern media industry at the university's campus radio station or the state-of-the-art recording studio. Overall there is a strong emphasis on the academic aspects of the training programme.

Career

Over the last few years, the study course “Popular Music and Media” has found widespread approval by the music- and media industry. Not without good reason do renowned experts from the fields of music management, music journalism and music law teach in this study course.

In addition, starting in 2014, prominent figures of the entertainment industry have been invited to hold lectures in the Bachelor and Master study course. Markus Kavka, one of the most renowned German music journalists, was the first person to be the “Paderborner Popdozent” (which is the title of these prominent figures).

Our guests and lecturers in recent years included the following:

Prof. Dr. Philip Auslander, Dr. Roger Behrens, Stephan Benn, Prof. Dr. Susanne Binas-Preisendörfer, PD Dr. Jochen Bonz, Dr. Giacomo Bottá, Dr. Thomas Burkhalter, Prof. Diederich Diederichsen, PD Dr. Frédéric Döhl, Sonja Eismann, Jason Forrest, Prof. Dr. Simon Frith, Dr. Charis Goer, Prof. Dieter Gorny, Britta Helm, Dr. Jan Herbst, Dr. Ian Inglis,

Prof. Dr. Johannes Ismaiel-Wendt, Dr. Michael L. Jones, Massuda Kassem, Olaf Karnik, Prof. Dr. Gabriele Klein, Lutz R. Mastmeyer, Prof. Dr. Julio Mendivil, Thomas Meinecke, Hendrik Otremba, Katharina Poblitzki, Sandra Passaro, Michael Rother, Mathias Schaffhäuser, Prof. Dr. Norbert Schläbitz, Oliver Schwabe, Frank Spilker, Dr. Geoff Stahl, Thomas Venker, Klaus Walter, Westbam, Dr. Irving Wolther, Prof. Dr. Hans-J. Wulff etc.

Why the programme is so popular with students

In spite of the high number of applications each year, small class sizes are the hallmark of this study course. Therefore, the BA and masters programme's intake is limited, with each programme starting in the winter semester only. Students may also apply for the master's programme in the summer semester. Please note that German is the language in which most lectures and seminars are conducted.

Career opportunities

- Academic career
- Artist & Repertoire
- Journalism
- Cultural- and Event Management
- Cultural Mediation
- Cultural Policy
- Marketing, Advertising and Public Relations
- Music industry
- Music Production and Sound Design
- etc.

