

## Career Paths

The fields of journalism and public relations are presently undergoing fundamental and historic changes. As a graduate of our Science Communication & Bionics programme, you'll have the unique opportunity to contribute to this ongoing transformation by actively redefining and redesigning your field and profession in a variety of different career contexts.

Potential areas of employment for graduates are:

- PR departments in universities or extramural research institutes, government organisations or companies,
- Communications offices in NGOs and lobby groups,
- Technology and research communications in companies and for large research projects or clusters,
- Freelancing as a contributing editor or journalist for specialised magazines, newspapers, television, radio or online,
- Business consultancy or PR and marketing agencies with a focus on science or technology,
- Press offices of charities and foundations sponsoring scientific works, cluster organisations, research councils and similar institutions,
- Copy editing for scientific publishers.

## Entry Requirements

Rhine-Waal University of Applied Sciences welcomes applications from nationals of all countries. Please see our website for general admission requirements.

Other requirements for Science Communication & Bionics B.A./B.Sc.:

- A sufficient level of English language proficiency (CEFR level B2 or better).
- Completion of an 8-week internship before the start of the 4<sup>th</sup> semester. You can also do this internship in your home country before applying to Rhine-Waal University of Applied Sciences.

## Tuition and Costs

Rhine-Waal does not charge tuition fees. Students are merely obliged to pay a nominal administration fee each semester that allows free travel on most public transport in the state of North Rhine-Westphalia, where we are located.

The cost of living in Germany is low compared with many places in Europe. Plan on around €800 per month for expenses, or approximately €5,000 per semester.

## When and How to Apply

Our undergraduate programmes always start in the winter semester. For application dates and deadlines, please visit [www.hochschule-rhein-waal.de](http://www.hochschule-rhein-waal.de)

International applicants must apply through 'uni-assist', a professional credential evaluation service in Germany, unless they have a German entry qualification to higher education. Please see our website for details.

## Need help or advice? Contact us!

### Kleve Campus

Marie-Curie-Strasse 1, 47533 Kleve, Germany  
Phone: +49 2821 806730  
Email: [info@hochschule-rhein-waal.de](mailto:info@hochschule-rhein-waal.de)

### Dean

Professor Dr-Ing Thorsten Brandt  
Faculty of Technology and Bionics  
Email: [technology-bionics@hochschule-rhein-waal.de](mailto:technology-bionics@hochschule-rhein-waal.de)

### Heads of the Degree Programme

Professor Alexander Gerber, Professor Neil Shirtcliffe  
Email: [technology-bionics@hochschule-rhein-waal.de](mailto:technology-bionics@hochschule-rhein-waal.de)

### Student Service Centre

Email: [studienberatung@hochschule-rhein-waal.de](mailto:studienberatung@hochschule-rhein-waal.de)



**Science Communication & Bionics**  
**B.A./B.Sc.**  
in English

**Kleve Campus**  
**Faculty of Technology and Bionics**



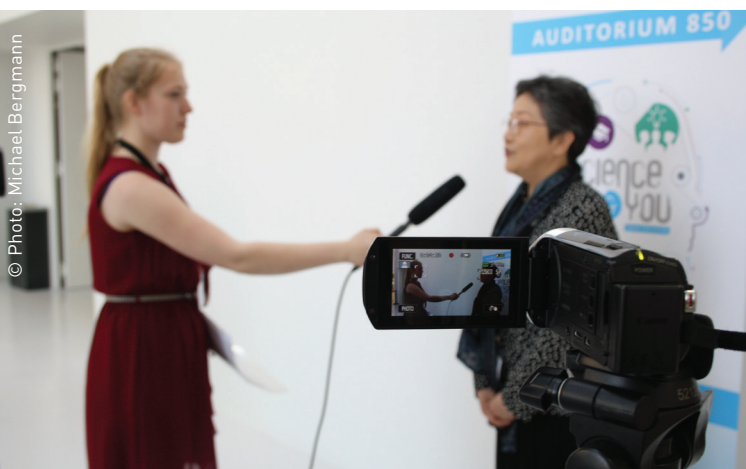
[www.hochschule-rhein-waal.de](http://www.hochschule-rhein-waal.de)



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## Science Communication & Bionics B.A./B.Sc.

### Fact File

#### Campus

Kleve

#### Begin

Winter semester

#### Duration

7 semesters

#### Degree

Bachelor of Arts, B.A. or Bachelor of Science, B.Sc.

#### Language

English

#### Preparatory Internship

Mandatory 8-week internship in a related field. This must be completed before the start of the 4<sup>th</sup> semester. You can also do this internship in your home country before applying.

#### Work Placement...

20 weeks at an institution, organisation or company in an English-language context in the 6<sup>th</sup> semester

#### ...or Study Abroad

One full semester of study in English at a university abroad in the 6<sup>th</sup> semester

#### Thesis

Completed in the 7<sup>th</sup> semester

### Rhine-Waal University of Applied Sciences

Would you like to study in a friendly atmosphere at a vibrant, internationally-focused university, where you'll find small classes, modern labs and staff dedicated to developing your future employability?

If so, then Rhine-Waal University of Applied Sciences is the perfect place for you.

Our university has more than 30 undergraduate and postgraduate degree programmes with innovative and interdisciplinary curricula designed to train you for future careers in the natural sciences, engineering or the social sciences. We are based in Germany, but most of our degree programmes are taught in English, which draws students from around the world – over 100 different nations are represented at our university.

Rhine-Waal University of Applied Sciences has two campuses, in Kleve and Kamp-Lintfort, halfway between Amsterdam and Cologne in Germany's picturesque Lower Rhine region. Each campus features state-of-the-art classrooms and laboratories, a university library, a language centre and a canteen. Our many cooperative agreements with leading international businesses and research institutions will greatly enhance your internship and employment opportunities as well.

So, why not start building your future career with us?

We look forward to welcoming you here at Rhine-Waal University of Applied Sciences.

### Science Communication & Bionics

Science communication is a form of mediation between academics and diverse stakeholders found in politics, commerce and the general public. It focuses primarily on the socio-political side of science, which includes aspects such as risk communication, public affairs and lobbying efforts. In order to be effective, science communication relies on a form of independent journalism that goes well beyond 'translating' science for lay audiences and instead critically questions the very foundations of science and the policies involved in a way that the public can understand. Many companies and institutions are finding it therefore necessary to rethink their approach to public relations by engaging the public in direct, accessible and serious discussions, instead of merely legitimising their in-house R&D efforts.

Our Science Communication & Bionics undergraduate course is designed to prepare you for the unique challenges you'll face in the dynamic and global fields of journalism and PR for science and innovation. The programme is based on the field of Bionics or Biomimetics – adapting concepts and systems found in nature to solve complex engineering problems. As this field spans many disciplines, it provides a brilliant overview of the main fields in science and engineering. Your final specialisation is determined by your personal choice of elective modules and project topics, meaning you can choose to focus more on aspects relating to communication (B.A.) or to science and engineering (B.Sc.). This allows students to tailor their studies towards diverse career directions.

As science communication operates increasingly outside traditional borders, the course is designed to prepare you for the global job market with its comparative, transnational approach and English-language teaching. To further improve your employability, a variety of additional foreign language courses are offered to Rhine-Waal students at no additional charge.

### Course Structure

1 <sup>st</sup> semester	<ul style="list-style-type: none"><li>• History and Introduction</li><li>• International Media and Institutions</li><li>• Communication Clinic I</li><li>• Bionics</li><li>• Physics</li><li>• Chemistry and Maths</li></ul>
2 <sup>nd</sup> semester	<ul style="list-style-type: none"><li>• Science in Society</li><li>• Political Communication</li><li>• Innovation Journalism, Freelancing</li><li>• Communication Project I</li><li>• Interactive Media and Coding</li><li>• Maths</li><li>• Biomedical Science &amp; Physics of Sensing</li></ul>
3 <sup>rd</sup> Semester	<ul style="list-style-type: none"><li>• Risk Communication</li><li>• Legal Frameworks</li><li>• New Formats and Entrepreneurship</li><li>• Communication Clinic II</li><li>• Statistics for Communicators</li><li>• Bionic Engineering</li></ul>
4 <sup>th</sup> semester	<ul style="list-style-type: none"><li>• Governance and Behaviour</li><li>• Empirical Research and Economics</li><li>• Communication Clinic III</li><li>• Bionics and Biomechanics</li><li>• Elective specialisation modules</li></ul>
5 <sup>th</sup> semester	<ul style="list-style-type: none"><li>• Sustainable Futures</li><li>• Foresight and Conservation</li><li>• Communication Project II</li><li>• Biotechnology and Materials</li><li>• Elective specialisation modules</li></ul>
6 <sup>th</sup> semester	<ul style="list-style-type: none"><li>• Work placement or study abroad</li></ul>
7 <sup>th</sup> semester	<ul style="list-style-type: none"><li>• Thesis, colloquium</li></ul>