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Postgraduate Center

Digital Communication and Law

EDUCATION &
SOCIAL CARE

HEALTH &
NATURAL SCIENCES

INTERNATIONAL AFFAIRS &
BUSINESS

COMMUNICATION &
MEDIA

LAW

Digital Communication and Law

CERTIFICATE COURSE



Short Facts

Academic Degree	Certificate
Scope	1 semester*
Units	30 ECTS
Language	English
Costs	€ 4,900
Start	October 2021

*online and attendance block in February

SCIENTIFIC DIRECTOR

Univ.-Prof. Dr. Nikolaus Forgó

SCIENTIFIC COORDINATOR

Hon.-Prof. Dr. Andy Kaltenbrunner

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The University of Vienna is one of the oldest and largest universities in Europe. Staffed with about 9,800 employees, the University fosters innovation in Vienna and its surroundings. About 90,000 national and international students promote intellectual exchange in the city of Vienna. The Postgraduate Center is the competence center for professional continuing education and training at the University of Vienna. It offers more than 70 master's programs, university continuing education and training courses and certificate courses in the fields of education and social care, health and natural sciences, international affairs and business, communication and media, as well as law. The portfolio of the Postgraduate Center is complemented by corporate programs, as well as interdisciplinary series of events and projects aimed at creating networks between the world of academia, economy and society. The University of Vienna guarantees academic quality in accordance with international standards. Its practical orientation and interdisciplinary nature are additional essential quality criteria. In addition, the Postgraduate Center is actively involved in the Austrian and international lifelong learning discourse.

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Digital Communication and Law

CERTIFICATE



UNIV.-PROF. DR. NIKOLAUS FORGÓ

“Communication without Law is ,anything goes‘. Law without Communication is ,nobody cares‘. This course is for people who care and who want to join the regulatory avantgarde of this century’s ,roaring twenties‘.”

Content and Objectives

Digitalisation transcends everything in our communication: ‘who’, ‘what’, ‘how’, ‘when’ has changed – just like the rules deciding on the ‘who’, ‘what’, ‘how and ‘when’. These changes due to ongoing processes of digitalisation and globalisation are fundamental but they are not stable, which makes them difficult to categorize and understand. Nation states, industries, professions, media and their economical, ethical and legal rules are challenged and transformed by these developments that come with breath-taking opportunities for those who see them early enough.

We provide the tools and the skills to get the necessary understanding of what’s going on. This programme offers an intense, international, multidisciplinary room for reflection, high-level lectures, hands-on digital exercise in one of the world’s most beautiful cities. Spend a semester on transformation in communication and law with senior industry representatives and leading academics and learn about best practices that will overcome the changes all of us are seeing every day.

Target Group

- Communicators in private enterprises and public services, PR-experts, media managers, journalists who want to understand the changes their industry faces and who want to get a grip on which rules govern these changes
- Lawyers who want to understand how their sector influences communication and how their sector is changed by digital communication
- Students of law, political sciences, media, and communication wishing to receive an intense, international, high level input on the most recent trends in their field

Acquired Competencies

University graduates obtain a comprehensive overview of trends in the digitalisation of European law, as well as knowledge of the digital transformations in the fields of communication and media. Therefore, students acquire the necessary competences to understand recent digitalisation issues related to law, in particular in the field of intangible rights, data protection and media law, even if they do not have a (specialised) degree in law. Students are able to discuss the subject in English and – due to the focus on media studies – know how media and communication requirements as well as audiences may change. They understand the economic opportunities and societal challenges resulting from this change and how they can shape and use them in professional practice, also with regard to building their own career.

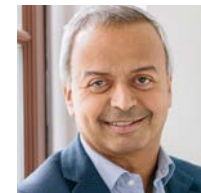
Admission Requirements

To be admitted to the certificate course in Digital Communication and Law, students must have completed a degree programme or relevant professional experience.

Course Content

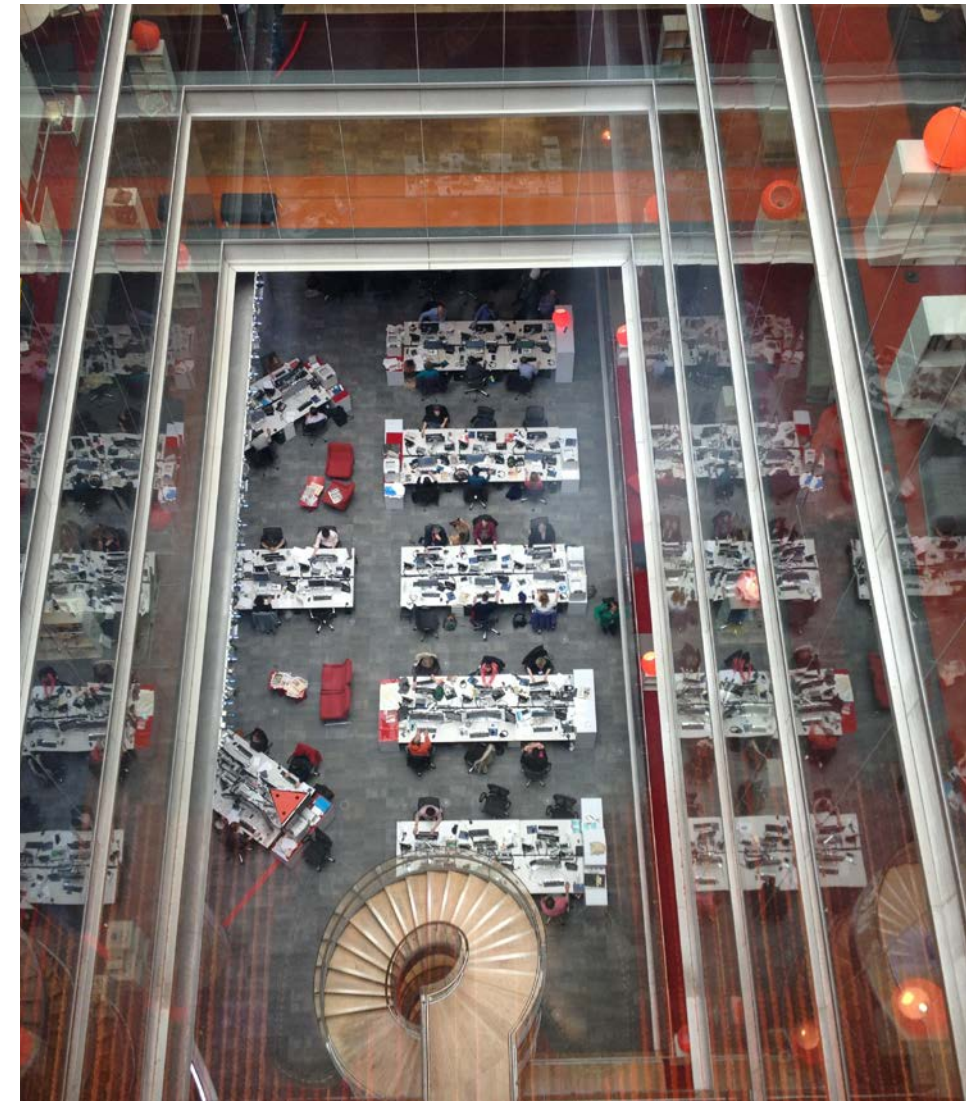
To enable a good combination with work or other studies the programme will take place online from October 2021 until February 2022. It will end with an attendance block in Vienna with excursions, lectures and expert meetings in February 2022.

MODULE 1 LAW AND COMMUNICATION	ECTS
• Introduction into the European Legal System	2
• Media Law	3
• Intellectual Property, Freedom of and Access to Information	2
• Data Protection, Data Security, Online Reputation	3
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MODULE 2 DIGITAL COMMUNICATION	ECTS
• Introduction into Media System, Media Policy & Media Regulation	3
• Digital Communication and Network-Society	2
• Digital Content Production in Journalism/PR/Corporate Publishing/Public Communication	3
• Fundamentals of Media Economy and Media Innovation	2
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MODULE 3 EXCURSION	ECTS
• Students visit institutions in Vienna	6
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MODULE 4 REFLECTION	ECTS
• Reflection paper comprising 30,000 characters	4



HON.-PROF. ANDY KALTENBRUNNER

“Change never ends. We need best analysts, lecturers, practitioners at the interfaces of digital innovation, regulation and law – to keep up with discussion and developments. This is what our program ComLaw in Vienna offers.”



Faculty

Prof. Dr. José Alberto García Avilés	RA Dr. Eva Hammertinger, LL.M.	Hon.-Prof. Dr. Hans Peter Lehofer
Hon.-Prof. Dr. Maria Berger, BM a.D.	Univ.-Prof. DDr. Matthias Karmasin	Mag. Sophie Martinetz
Prof. Dr. Alexandra Borchardt	Mag. David Kleinf	Prof. Dr. Klaus Meier
RA Dr. Sonja Dürager, LL.M.	Dr. Peter Köppl, M.A.	Univ.-Prof. Dr. Alfred J. Noll
RA Dr. Lukas Feiler	Dr. Daniela Kraus	DDr. Krisztina Rozgonyi, MBA
Mark Frankel, MSc	Dr. Viktor Kreuschitz, Richter am EG	Nana Siebert

The lecturers of this program are leading experts in media research and practice, digital strategists from various countries, e.g. UK, Germany, and Spain, active lawyers and renowned experts in digital law. European chief justices and experienced editors-in-chief will cooperate in teaching. This concentration of expertise at the interface of digital communication and law is the central factor in our new program.