

17th April 2008

Master's programme Media Production: one programme, two degrees

The Institute for Print and Media Technology at Chemnitz University of Technology and Manipal University in India jointly offer Master's programme with double degree starting in winter semester 2008/2009

At the beginning of April, ten students of the Institute for Print and Media Technology at Chemnitz University of Technology (pmTUC) visited Manipal University in India. Starting next winter semester, Chemnitz University and Manipal University will jointly offer a double degree Master's programme. At the moment, the pmTUC and the Department of Printing & Media Engineering at Manipal University are already working together on a research project, which is supported by the IFRA - an international research and service organisation for the news publishing industry. The research topic deals with the "Establishment of new newspaper printing plants - are standardised concepts possible?" Thus, the researchers want to find an answer to the question if standard concepts can be applied when new newspaper printing plants are set up. The main focus is on printing plants in growing markets, such as India. Current problems associated with the establishment of a new newspaper printing plants are systematically analysed. The project finally aims at formulating standardised approaches. To support the first phase of the project ten German and ten Indian students have been selected who do extensive research as part of student projects and Bachelor's theses. From March 28th to April 6th, the German students, accompanied by researchers of the pmTUC, visited India to get to know the local newspaper market and to discuss their findings with the Indian students in a workshop at Manipal University.

They also had the chance to visit printing plants in the Indian state of Karnataka. "Now we know why there is so much talking about manpower here in India", the German students said after they had visited "Manipal Press". "There is no sign of automated print finishing. Everything from compiling to adhering, stitching and binding is man-made only with the use of mechanical equipment we would consider antique", Conny Schuhmann, researcher at pmTUC, says. However, visits to a printing plant in Mangalore and a building site for a new newspaper printing plant in Manipal, which will soon launch production, demonstrated that standardisation and automation are also possible in India. "We saw extreme contrasts - the very vivid market life, the honking road traffic, the dangerous appearance of some construction sites, and, of course, ultra-modern university buildings. We will need some time until we can finally understand all the things we saw in India", Schuhmann reports.



The German participants visited Kapu Beach together with their Indian colleagues. [Photo: pmTUC]

The basis for the joint project is the Master's programme "Media Production", which will start in October 2008. Courses will be mainly in English and students will graduate with a Master of Science. The Master's students can also opt for the double degree programme, which is jointly offered by the German and the Indian university. This option includes a study period abroad and gives students the opportunity to get two degrees. "The close personal relationship of our institute with the Department of Printing and Media Engineering at Manipal University, the opportunity to study in English, and the similar educational systems at both universities are the best preconditions to start off the double degree Master's programme", said Prof. Dr. Arved Carl Hübler, professor for Print Media Technology and director of the pmTUC. The students of Chemnitz University of Technology will spend their second semester in Manipal, while students from Manipal will come to Chemnitz for their third and fourth semester. Graduates will then receive a Master's degree from both universities.

It was very important to Prof. Dr. Arved Carl Hübler to make student contacts with Manipal university at an early stage: "We have to show both the German and the Indian students that it is possible to live and work in a different culture and stress the common grounds we have. The stay in Manipal was, thus, a good opportunity to overcome inhibitions and to get a first impression of the country and its people."

More information

For further information regarding the research cooperation between the Institute for Print and Media Technology and Manipal University please contact Paritosh Prayagi or Conny Schuhmann, phone: +49 (0)371 531-35838, email: conny.schuhmann@mb.tu-chemnitz.de.

Contact person for the double degree Master's programme is Manuela Otto, phone: +49 (0)371 531-36583, email: manuela.otto@mb.tu-chemnitz.de.