



**Universität  
Zürich** <sup>UZH</sup>

**Department of Communication and Media Research**

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# **Study Guide**

**Master's in Internet & Society  
Specialized Mono program**

Team Teaching and Studies IKMZ, January 2022

## Table of Contents

Precautionary Remark: Legal Foundation.....	3
<b>1 PROGRAM SPECIFIC INFORMATION.....</b>	<b>6</b>
<b>1.1 Aims of the program.....</b>	<b>6</b>
<b>1.2 Admissions .....</b>	<b>6</b>
<b>1.3 About the Curriculum .....</b>	<b>7</b>
<b>1.4 Module Groups .....</b>	<b>7</b>
1.4.1 Methoden und Forschungslogik (Methods and Principles of Research) .....	7
1.4.2 Research Areas in Communication Science .....	7
1.4.3 Research Areas in Internet & Society .....	7
1.4.4 Research Competencies in Internet & Society .....	8
1.4.5 Further Topics in the Field .....	8
1.4.6 Final Modules .....	8
<b>1.5 Sample Curriculum and Possible Course of Study .....</b>	<b>8</b>
1.5.1 Possible Course of Study Internet & Society.....	9
1.5.2 Part-time Study.....	10
1.5.3 Studying abroad .....	10
<b>1.6 Study organization: personal responsibility.....</b>	<b>10</b>
<b>1.7 Booking deadlines .....</b>	<b>10</b>
<b>1.8 Assessments .....</b>	<b>10</b>
1.8.1 Written exams .....	11
1.8.2 Portfolio .....	11
1.8.3 Presentations.....	11
1.8.4 Papers .....	12
1.8.5 Language of the assessments .....	12
1.8.6 Assessments in case of withdrawal .....	12
<b>1.9 Pre-Master's modules as part of your BA program .....</b>	<b>12</b>
<b>1.10 Additional Requirements .....</b>	<b>12</b>
<b>2 CONTACT POINTS AND CONTACTS.....</b>	<b>14</b>
<b>3 PRACTICAL .....</b>	<b>15</b>

## Precautionary Remark: Legal Foundation

Please note that the following guidelines and the information contained therein are not legally binding. The Office of Student Affairs provides you with all essential information for planning and navigating your studies (in German):

[https://www.phil.uzh.ch/de/studium/rechtsgrundlagen/rechtsgrundlagen\\_master.html](https://www.phil.uzh.ch/de/studium/rechtsgrundlagen/rechtsgrundlagen_master.html)

The most important documents are briefly outlined in the table below.

Table 1: Classification of Program Documents

Document	Explanatory Note
<a href="#">Rahmenverordnung</a>	The <i>Rahmenverordnung über die Bachelor- und Masterstudiengänge an der Philosophischen Fakultät der Universität Zürich (RVO PhF)</i> constitutes the legal framework for the Bachelor's and Master's programs at UZH's Faculty of Arts and Social Sciences.
<a href="#">Studienordnung der Studienprogramme der Philosophischen Fakultät</a>	The <i>Studienordnung</i> implements and details the legal framework outlined in the <i>Rahmenverordnung</i> . It consists of a general section ( <i>Allgemeiner Teil</i> ), which concerns the regulations that apply to all programs at UZH's Faculty of Arts and Social Sciences, and of several appendices, each of which concerns one particular study program ( <i>programmspezifische Anhänge</i> , e.g. for Internet & Society, see below).
<a href="#">Programmspezifische Anhänge zur Studienordnung</a>	<i>Programmspezifische Anhänge</i> outline the detailed regulations for each study program. The core element is the study plan, which contains information concerning the structure of the program as well as the program requirements. These requirements detail which modules students need/may choose to complete their studies in this program.
<a href="#">Modulkatalog</a>	The <i>Modulkatalog</i> outlines all modules offered as part of a particular program. Some of these modules are offered on a regular basis; others are offered on a semester-to-semester basis. For a full overview of modules offered in any given semester, students may consult the online course catalog: <a href="https://studentservices.uzh.ch">https://studentservices.uzh.ch</a>
<a href="#">Mustercurriculum</a>	The <i>Mustercurriculum</i> outlines one way in which one can complete the program requirements. Note that there are other ways of organizing your studies (cf. section on sample timetables below).
Wegleitung zu einzelnen Programmen	The <i>Wegleitung</i> or Study Guide informs you about the special features of the program or programs and serves as an orientation guide for your studies. The guideline has an explanatory, non-regulatory character.
<a href="#">Wegleitung für das Studium an der PhF</a>	In addition to the study guides for individual programs, UZH's Faculty of Arts and Social Sciences provides further guidelines and explanatory documents. For more information, see <a href="https://www.phil.uzh.ch/en/studium.html">https://www.phil.uzh.ch/en/studium.html</a> .

## Studying at IKMZ: A good Choice

IKMZ dates back more than 100 years. It developed from a professorship for newspaper research that was established at the University of Zurich in 1903. Today, some 80 people do research, teach and work at IKMZ, supported by visiting lecturers and student assistants.

### *IKMZ's profile*

With 11 professorships and more than 1,000 students, IKMZ is Switzerland's largest department for communication and media research. According to international rankings, it is one of the leading communication departments in the world. It is strongly networked nationally and internationally. Members examine the individual, social, organizational, and societal conditions and effects of communication services that are (a) directed at small or large publics and (b) disseminated via news media, specialized media, social media, technology platforms and personalized communication services, primarily from a social science perspective. To investigate these topics, IKMZ uses a broad spectrum of contemporary and innovative theories and analytical methods. These are constantly being further developed, taking into account the dynamic changes in the field.

IKMZ attaches importance to the scientific and practical relevance of its questions, addresses both challenges and opportunities in its work, takes international and interdisciplinary references into account, and strives for scientific and social influence in its publications and statements. In its Bachelor's and Master's programs, IKMZ teaches the entire breadth of the subject and focuses on topics that are currently being researched at the institute and debated in society.

### *Relevance of communication science*

Communication science has become a leading discipline. Many political, economic, and cultural processes are fundamentally based on communication.

- In politics we can think about interpretive struggles, issue-setting, opinion-formation and influence, staging as well as understanding;
- in society, the equitable distribution and use of information and communication technologies;
- in business, product advertising, public relations, reputation management and crisis PR;
- in culture, identity construction and celebrity.

Other, overarching social challenges such as digitalization, globalization, polarization, and fragmentation often only acquire their significance during their communicative mediation and become public issues or problems.

IKMZ can draw on many years of experience and expertise. We can respond to current phenomena with proven theories, explanatory approaches, and research methods, and are not dependent on ad hoc reactions. Our engagement with media-technological upheavals does not start from scratch, but is based on evidence that is highly valuable for an appropriate assessment and estimation of future developments. Overall, the innovative capacity of IKMZ is fed by four sources:

- the continuous derivation of new knowledge from a treasure trove of previous experience,
- the continuous development of our methods and theories,
- the continuous dialogue with adjacent disciplines and those affected by current media change,
- the continuous exchange with our students who want to learn at the Institute and who constantly give the IKMZ new invigorating impulses.

*Aims of our teaching program*

IKMZ provides students with a comprehensive and well-founded education in communication studies at all levels of study– at the BA, MA and Doctoral levels. With our teaching, we aim to promote critical and independent thinking, to impart key analytical and methodological skills, and to make our graduates sought-after candidates in diverse sectors of the employment market - both within academia and outside. Our teaching is of high didactic quality and expects students to show initiative and a willingness to perform. We constantly modernize our study programs and network them with partner institutions; we promote mobility and exchange programs. We emphasize the relevance and timeliness of our course content and continuously evaluate our teaching quality with the help of student feedback. Program exit and career entry surveys among our graduates confirm the high value of an IKMZ degree for career opportunities. Growing parts of the course offerings, which are also aimed at international students, are taught in English. This increases the institute's attractiveness for cooperation with strategic partners as well as for relevant exchange and mobility programs.

On behalf of all employees of the department, we welcome you to IKMZ!

Team Teaching and Studies

# 1 Program Specific Information

## 1.1 Aims of the program

The specialized mono-master's program Internet & Society provides students with in-depth theoretical knowledge and up-to-date findings about the architecture and affordances as well as the economic, social, cultural, and political aspects of information and communication technologies. These skills enable students to plan, run and evaluate empirical projects on the preconditions and implications of Internet use, and on the opportunities and challenges of a constantly changing media ecosystem. Comprehensive expertise in how to analyze the transformational relationships between the Internet, individuals, and society, as well as profound knowledge of the methods and methodologies of the social sciences qualify students for management positions in media and information technology companies, public sector bodies, non-governmental organizations, and scientific institutions.

The program focuses on research, particularly on questions such as:

- What are the opportunities and challenges connected to current developments within the media, internet governance, and internet economics?
- How do various stakeholders/parties implement online communication strategies?
- How are online debates about issues of societal importance structured, and how can they be researched?
- How do people use digital media and with what individual-level and societal implications?

## 1.2 Admissions

Prerequisite for admission into the program is a Bachelor's degree in Communication & Media, other Social Sciences (e.g., Sociology, Political Science) or in Psychology amounting to at least 60 ECTS. Further requirements are:

- Very good English language skills at the academic level (in listening and reading as well as speaking and writing)
- Good grades in the Bachelor's program
- A motivation letter in English
- A recommendation letter in English (submitted directly by the referee)
- A scholarly paper written by the applicant in English
- At the request of the Admissions Committee:
  - further evidence of qualifications relevant to the study program
  - an admissions interview

Applicants without appropriate knowledge may be subject to additional requirements. The study program's Admissions Committee makes the decision on admission to the study program.

Information on admission requirements is set out in the program-specific appendix to the program's [study regulations](#). Information on the application process and formal admissions requirements can be found on the [UZH Application & Admission webpages](#). The recommendation letter must be submitted directly by the referee together with the [evaluation form](#). More information about the application and admission can be found on the [Internet & Society webpages](#).

UZH students [apply for the program change](#) at the Student Administration Office. Students with a degree in Communication Science and Media Research from the University of Zurich (Major / Minor) are exempt from submitting a paper and a recommendation letter.

### 1.3 About the Curriculum

All study programs at IKMZ contain various kinds of modules. We differentiate between compulsory modules (*P-Modules*), core elective modules (*WP-Modules*) and elective modules (*W-Modules*).

Compulsory modules are obligatory for all students of a certain program. If the student fails the class, a compulsory module can be repeated one more time. A repeat exam is offered in the same semester. A second failed attempt will lead to expulsion from the program.

Core elective modules are to be selected from a predefined area in a predefined scope, in accordance with program regulations. For core elective modules, no repeat exam is offered. After a failed attempt, students can book the module again in a later semester or the module can be substituted by another core elective module of the same module group.

Elective modules may be selected from a defined area, in accordance with program regulations. For elective modules, no repeat exams are offered. They can be substituted by other modules in later semesters.

### 1.4 Module Groups

Study programs are divided into several, topical module groups. These module groups have different passing requirements, as defined in the [Anhang zur Studienordnung](#) of the specific program. Some modules require the successful completion of another module. Those requirements are listed in the [Modulkatalog](#). The *Modulkatalog* also shows when modules are offered. Some modules are offered in the fall (HS) and others in the spring semester (FS).

#### 1.4.1 Methoden und Forschungslogik (Methods and Principles of Research)

The modules in this group are mandatory and need to be completed before graduating.

- Multivariate Statistik (Multivariate Statistics) (6 ECTS)
- Wissenschaftstheorie und Forschungslogik (Theory of Science and Principles of Research) (6 ECTS)

Note that these modules are offered in German with support in English or the possibility to attend an English-language equivalent. If you have any additional requirements to fulfill, please consider the explanations in section 1.10.

#### 1.4.2 Research Areas in Communication Science

This module group contains all elective lectures for Master's level students at IKMZ. Elective modules can be booked without any prerequisites. To successfully complete this module group, at least two elective lectures of 6 ECTS each must be completed. Elective lectures are offered every semester. Check the [course catalog](#) for the current offerings.

#### 1.4.3 Research Areas in Internet & Society

This module group contains the specialized seminars in the Internet & Society program. To successfully complete this module group, at least three specialized seminars of 6 ECTS each must be completed. Specialized seminars are offered every semester. Check the [course catalog](#) for the current offerings.

#### 1.4.4 Research Competencies in Internet & Society

This module group contains research seminars. To successfully complete this module group, at least two research seminars of 9 ECTS must be completed. There is one research seminar offered every semester. To book a research seminar, the module Multivariate Statistics must already have been successfully completed.

#### 1.4.5 Further Topics in the Field

This module group contains modules from other study programs dealing with topics of communication science, internet, and society. To successfully complete this group at least 6 ECTS must be achieved. The modules are offered every semester. Check the [course catalog](#) for the current offerings. For students who decide to study one or two semesters abroad, modules completed at the partner university can be credited to this module group.

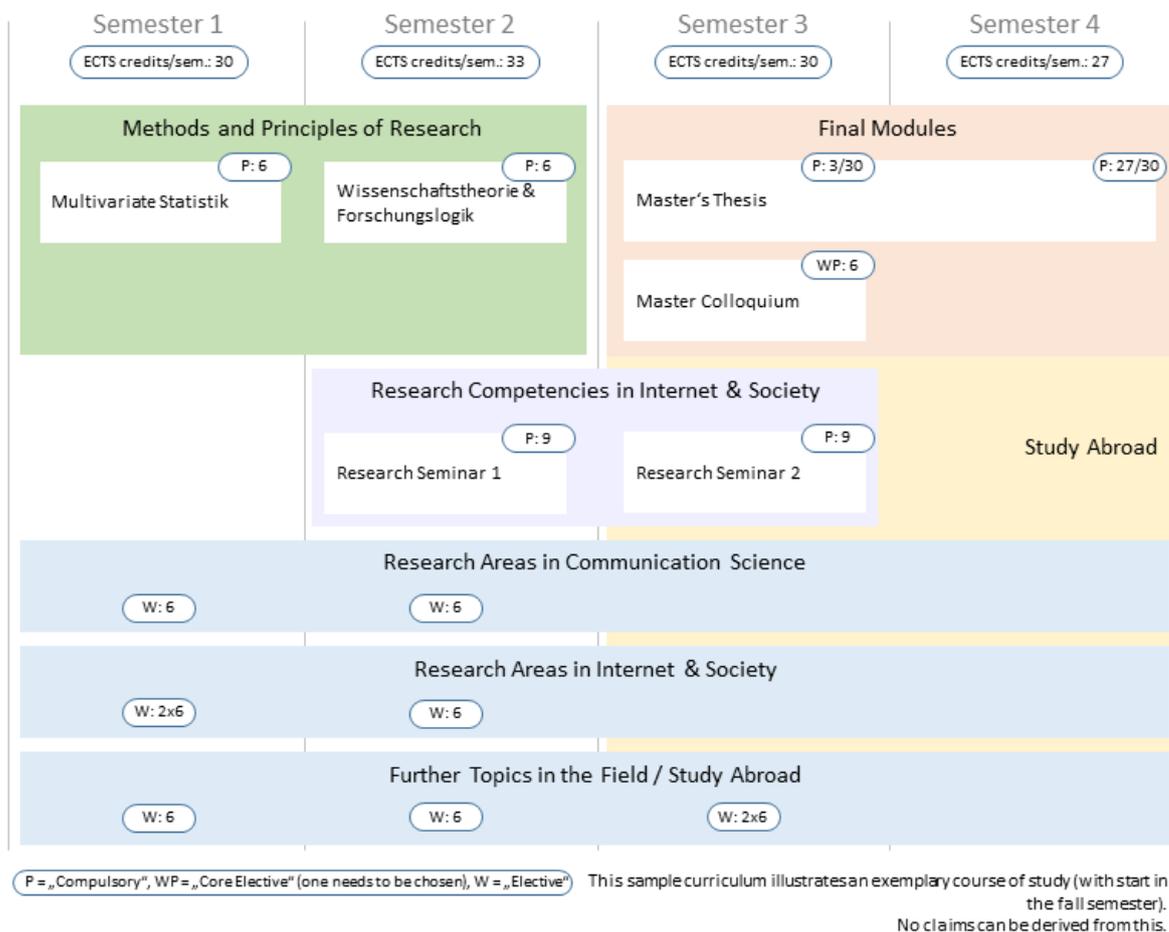
#### 1.4.6 Final Modules

To graduate, students must complete the modules «Master's Thesis" (30 ECTS) and «Master's Colloquium" (6 ECTS). To book the Master's thesis and the colloquium, students must have completed all modules from the module group *Methoden und Forschungslogik* (section 1.4.1.) The Master's thesis process starts with the compulsory preliminary meetings. These take place at the end of each semester and are announced on the [homepage](#) and by e-mail. In the preliminary meeting, you will be informed about the procedure as well as possible topics of your Master's thesis. Following the preliminary meeting, you will draft an exposé. This serves as a basis for the decision about thesis supervision. The supervision agreement is a prerequisite for the booking of the Master's thesis module. The Master's thesis is accompanied by a colloquium. Whether you book the colloquium in the first or second semester of the Master's thesis depends on the supervisor. You can find more information about the completion of your Master's degree on our website under [Graduation](#) and on the page of the [Faculty of Arts and Social Sciences](#).

#### 1.5 Sample Curriculum and Possible Course of Study

In the following diagram, you will find our recommended course of study. This shows you a feasible way to complete the program within the standard period of study.

### 1.5.1 Possible Course of Study Internet & Society



A possible course of study in the specialized mono program Internet & Society starts in an autumn semester (HS) with the mandatory module «*Multivariate Statistik*». In the following spring semester (FS), the mandatory module «*Wissenschaftstheorie und Forschungslogik*» will be completed. We recommend taking an elective lecture from the module group “Research Areas in Communication Science” as well as two specialized seminars from the group “Research Areas in Internet & Society” in the first semester parallel to the mandatory module. For students who do not intend to study abroad, we recommend taking an elective module from the group “Further topics in the Field” in the first semester as well. Following the sample curriculum, you then choose another elective lecture, another specialized seminar, and one module from “Further Topics in the Field” in the second semester. In parallel, you start with the first research seminar. In the third semester you complete the second research seminar as well as 12 ECTS from “Further Topics in the Field”, this is also the semester where you start your Master’s thesis. Depending on your supervisor, you will book the colloquium either in the third or fourth semester. In the fourth semester, you then complete your Master’s thesis.

The “*Mustercurriculum*” (MC) suggests how you could distribute the modules to complete the program within the standard period of study. However, you are also free to organize your studies differently.

### 1.5.2 Part-time Study

This study program can be completed in [part-time study](#). Relevant for planning are mostly modules that require the completion of other modules. You can find all requirements for modules in the [Modulkatalog](#). Part-time enrollment in the program extends your study time.

### 1.5.3 Studying abroad

An exchange semester during your studies is a great way to gain experience abroad and get to know new worlds - literally. For students of communication science, an experience abroad is a «must” – and it will never be as easy again to spend time abroad; living, learning, and making friends for life. The third and fourth semesters are especially well suited if you would like to spend a semester of your studies at another university. IKMZ is happy to support you in this!

During your studies, you can study at a foreign university without having to extend your study time. You can choose from over a hundred destinations worldwide. If your dream destination (or department) is not on the list, you have the possibility of [self-organizing the exchange stay](#).

Before you go abroad, make sure that your achievements are recognized with a credit recognition agreement. Contact us or visit our information event on studying abroad in your first semester (every autumn semester). The UZH Global Student Experience (GSE) department is happy to help you organize your semester abroad. Specific information on the possibilities at IKMZ can be found on our website's [International section](#). For more questions on studying abroad, please contact us: [mobility@ikmz.uzh.ch](mailto:mobility@ikmz.uzh.ch)

### 1.6 Study organization: personal responsibility

When studying one of the communication and media science programs, personal responsibility is an absolute must. Manage yourself and your studies and take your future into your own hands. What does that mean in concrete terms? The so-called duty to inform applies throughout the University of Zurich: You are obliged to understand the regulations that you can find on the website of the department, the faculty, and the university. You cannot rely on being specifically informed by the department or the university about deadlines and other regulations. You are required to read the email messages in your UZH account. It is best to forward your UZH mails to your main personal account if you do not plan to check it regularly.

### 1.7 Booking deadlines

Module bookings are made using the online booking tool. The [booking deadlines](#) are announced on the website of the University of Zurich. These deadlines are binding! Please note that for modules offered by other faculties (schools), the booking deadlines of the respective school apply. Please also note that registering on UZH's e-learning system (OLAT) or registering for a course directly with a school, department, or instructor does not release you from booking the corresponding module. The department does not make any subsequent bookings or re-bookings. Step-by-step instructions for module booking can be found in the [general study guide](#) of the Faculty of Arts and Social Sciences (in German) under chapter 5.1.6 and on the [Studies website](#).

### 1.8 Assessments (exams)

The provisions of the [Rahmenverordnung der Philosophischen Fakultät](#) apply. By booking a module, you commit yourself to providing the assessment (exam) published in the course catalog. If you do not

provide the assessment (exam), the module will be assessed as "failed" (grade "1"). Assessments (exams) consist of either one component or a portfolio (several different components).

### 1.8.1 Written exams

The examination dates are noted in the online [course catalog](#) under "Requirements". As a rule, written examinations take place on the last or penultimate semester date. The instructors will also inform you during the first week of the semester.

According to the [Rahmenverordnung](#) of the Faculty of Arts and Social Sciences, you must report a reason for inability to attend the exam immediately to the program coordination and provide the appropriate documentation (as outlined in the In the event of illness, you can submit a written withdrawal request up to five working days after the date of the assessment. Fill in [this form](#) and mail it with the scanned doctor's certificate to [programmkoordination@ikmz.uzh.ch](mailto:programmkoordination@ikmz.uzh.ch). Incomplete or late requests will not be considered. The exam will then be considered failed despite illness.

In our compulsory lectures, a repeat examination is offered in the same semester. When you book a module, you are registered for the first examination date as well as for the second examination date if you do not pass the first attempt or have cancelled your registration due to illness. The Dean of Studies makes the booking for the repeat examination as soon as the results of the first examination are known. After the retake has been booked, you will be informed by email. If you do not wish to take the repeat examination and would rather repeat the module in a subsequent semester, you must deregister. To deregister, please use the application "My Applications" in the Student Portal. If you fail to take the repeat exam without giving reasons, it will be considered a failed attempt. The mandatory module is considered definitely failed after the second failed attempt. A student who fails an exam twice in a compulsory module will be barred from all subjects that contain that module as a mandatory module. In the case of elective lectures (Research Areas in Communication Science, Research Areas in Internet & Society, Further Topics in the Field) there is no possibility of repeating the assessment in the same semester. They are offered once and must be substituted in a subsequent semester.

### 1.8.2 Portfolio

Assessments can be carried out during the semester or as an examination at the end of the semester. A special feature is the "Portfolio"assessment. It consists of several elements, whereby the composition of the portfolio is indicated in each case. The totality of all elements forms the performance record. A portfolio is evaluated as a whole and must be repeated in its entirety after a failed attempt. This is done by booking the module again in a subsequent semester.

### 1.8.3 Presentations

Presentations are to be given on the agreed dates and slides/handouts are to be provided on time. Any postponement must be granted by the program coordinator and the instructors upon submission of supporting documents (doctor's certificate, etc.). A new date for the presentation will then be arranged. If a second appointment cannot be made or if the second appointment must be made during the semester break, the student will be deemed not to have completed the course. The appropriate supporting documentation must be sent to the Program Coordinator without being requested and the instructors must be notified accordingly.

#### 1.8.4 Papers

All dates and deadlines set by the lecturers must be strictly adhered to. This applies to electronic and written versions. Work submitted too late will not be accepted and will be graded with a 1.00. Any extension of the deadline must be applied for and documented (e.g., doctor's certificate) in advance for each individual module with the program coordination. The deadline extension is a postponement of the deadline, for example by as many days as the medical certificate is valid, as long as the deadline for the submission of grades in the semester is not exceeded. The appropriate supporting documentation must be sent to the Program Coordinator without being requested and the instructor must be notified accordingly. After receipt of the documents, the program coordination will inform you whether and which deadline extension will be granted.

#### 1.8.5 Language of the assessments (exams)

In principle, the Internet & Society program is taught and assessed in English. The module group "Methoden und Forschungslogik" (see 1.4.1) is an exception. The two modules from this group are taught in German. For the Module "Multivariate Statistik" English course materials and exams are provided. The module "Wissenschaftstheorie und Forschungslogik" can be substituted by an English equivalent from the University of Zurich course program upon request at the Program Coordinator.

In general, the language of a course (see [online course catalog](#)) serves as a guideline for the language of the assessments (exams). All instructors will accept papers in English and, upon early request, also in other of the Swiss national languages (German, French, Italian), provided that they are able to mark them appropriately. There is no entitlement on the part of the student to complete the course work in a language other than the official language of the course. Examination materials will be issued only in the language of the module or course. Students are advised to ask for written confirmation if they are allowed to take the credits in another language.

#### 1.8.6 Assessments (exams) in case of withdrawal

Please note that withdrawing from the university does not release you from assessments (exams) in booked modules. Failure to attend will result in an insufficient grade and, in the case of compulsory modules, a possible subject suspension. Modules already booked will not be cancelled due to withdrawal from the university.

#### 1.9 Pre-Master's modules as part of your BA program

Students who have earned at least 120 ECTS in a Bachelor's degree program of the Faculty of Arts and Social Sciences (PhF) according to their transcript of records can complete Pre-Master's modules from our programs in the following semester up to a maximum of 30 ECTS. For this purpose, a [request](#) for booking of Pre-Master's modules must be submitted to the Dean of Studies within the stipulated period. The modules "Multivariate Statistik" and "Wissenschaftstheorie und Forschungslogik", but also all elective lectures from the group "Research Areas in Communication Science" are suitable Pre-Master's modules.

#### 1.10 Additional Requirements

The Admissions Committee can admit an applicant with additional requirements (*Auflagen*), which are binding and must be fulfilled to complete the Master's degree. In principle, all required modules from the IKMZ [Bachelor's program](#) could be imposed as additional requirements. If additional requirements are imposed, an exam must be taken for the imposed course/s (pass/fail; no grade) to complete the Master's degree successfully. We recommend completing eventual additional requirements at the

beginning of the Master's program. For example, the lecture "Multivariate Statistics" builds up on the two Bachelor modules "Statistik: Einführung" and "Statistik: Aufbau". When the additional requirement courses take place can be found in the [module catalog](#) of the Bachelor's program in Communication Science and Media Research.

## 2 Contact points and contacts

### Location

Universität Zürich  
Institut für Kommunikationswissenschaft und Medienforschung (IKMZ)  
Andreasstrasse 15  
CH-8050 Zürich  
[www.ikmz.uzh.ch/en/study](http://www.ikmz.uzh.ch/en/study)

### New at IKMZ?

On our page [Welcome at IKMZ](#) you will find helpful explanatory videos about studying with us.

### FAQ

The most frequently asked questions are answered in our FAQ. You will find them on our website under Studies: [FAQ Master](#)

### Study guidance IKMZ

The IKMZ Teaching and Studies team offers comprehensive study (abroad) advising and is happy to assist you during your studies. For questions regarding our Bachelor's and Master's programs, please contact the Teaching and Studies team via the [contact form](#).

For administrative questions, please contact the [Student Services](#) of the Faculty of Arts and Social Sciences: [studium@phil.uzh.ch](mailto:studium@phil.uzh.ch)

### Student Association "Communication"

As a student, you can advocate for the protection and consideration of your interests before the Department and the University. The most efficient way to do this is to become a member of the Student Association. You can find more information about the Student Association [here](#) or on the [website](#).

### E-Learning/ OLAT

As a student, you will be able to use the [OLAT platform](#) for learning management during your studies. OLAT (Online Learning And Teaching) is the strategic learning management system at the University of Zurich and can be used in a variety of ways. All information on how to use OLAT can be found [here](#).

### 3 Practical

IKMZ is located at Andreasstrasse 15 (AND) and is part of the Oerlikon Campus of the University of Zürich. It is just a few walking minutes from the Zürich Oerlikon Station. Most courses by the IKMZ take place here. Just across the street at Binzmühlestrasse 14 (BIN) you will find the Mensa (cafeteria) and a small café bar. There are also numerous study areas, computer workstations, student lounges, and validation stations for your Legi.

At Andreasstrasse 15, you will also find the [Communication Science University Library](#) on the third floor. Via the [research portal](#) of the UZH and the Zurich Central Library, in addition to conducting literature searches, you can also reserve the desired literature and access an overview of your loans.



An overview of the different buildings of the University of Zurich can be found [here](#).

#### Useful links:

- [Subscribe to the IKMZ mailing list](#)
- [APA Formatting and Style Guide / Purdue Online Writing Lab](#)
- [Withdrawal request for exams](#) [German]
- [Online course catalogue](#)
- [Study Guide faculty of Arts and Social Sciences \(PhF\)](#) [German]
- [Modules and exams at the PhF](#)
- [Dates and deadlines at the PhF](#)
- [Booking modules at UZH](#)
- [Booking Modules: A How-To Guide](#)
- [Study Progress Report](#)
- [Summary of Credits and Transcript of Records](#)
- [Completion of studies at the PhF](#)
- [Pre-Master's Modules as part of the Bachelor's Study Program](#)
- [Student Advisory Services](#)
- [Important documents](#) [German]