

Erasmus School of  
History, Culture and  
Communication

# Media Studies:

## Media, Culture & Society



It's great to meet you!

*Erasmus*

# Programme Management of Media, Culture & Society



Academic Coordinator  
Media, Culture & Society

- Monitors the content and alignment of courses;
- Proposes and implements concrete adjustments.

Dr. Isabel Awad

Programme Coordinator  
Media Studies

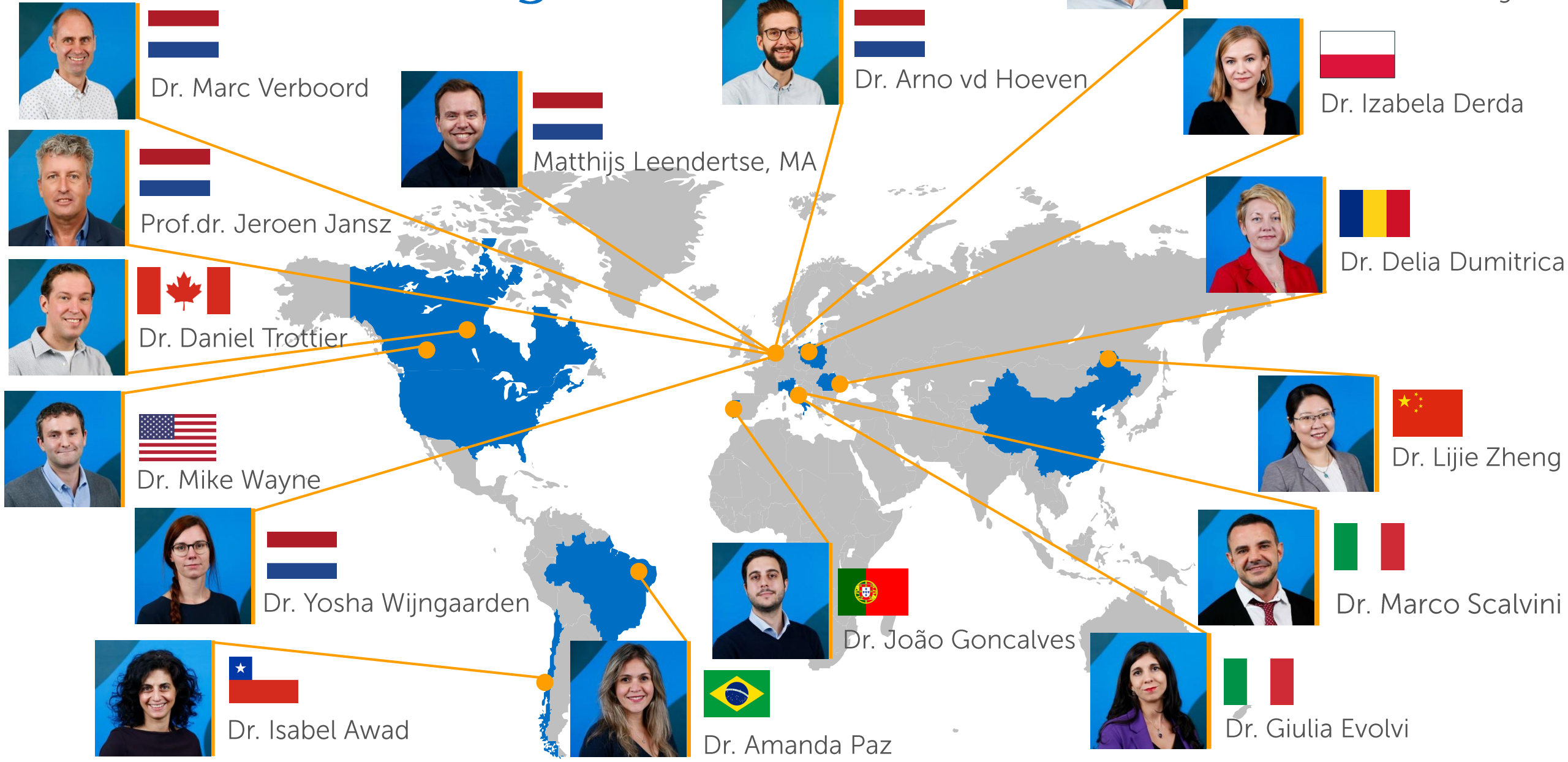
Students' main contact point:

- Course registrations;
- Extracurricular activities;
- General questions.



Vera Dullemond, MSc.

# MCS Teaching Staff







# Media, Culture & Society – General Information



# Media, Culture & Society: Key themes

The programme Media, Culture & Society has 2 key themes:

## 1. How does media affect our society and politics?

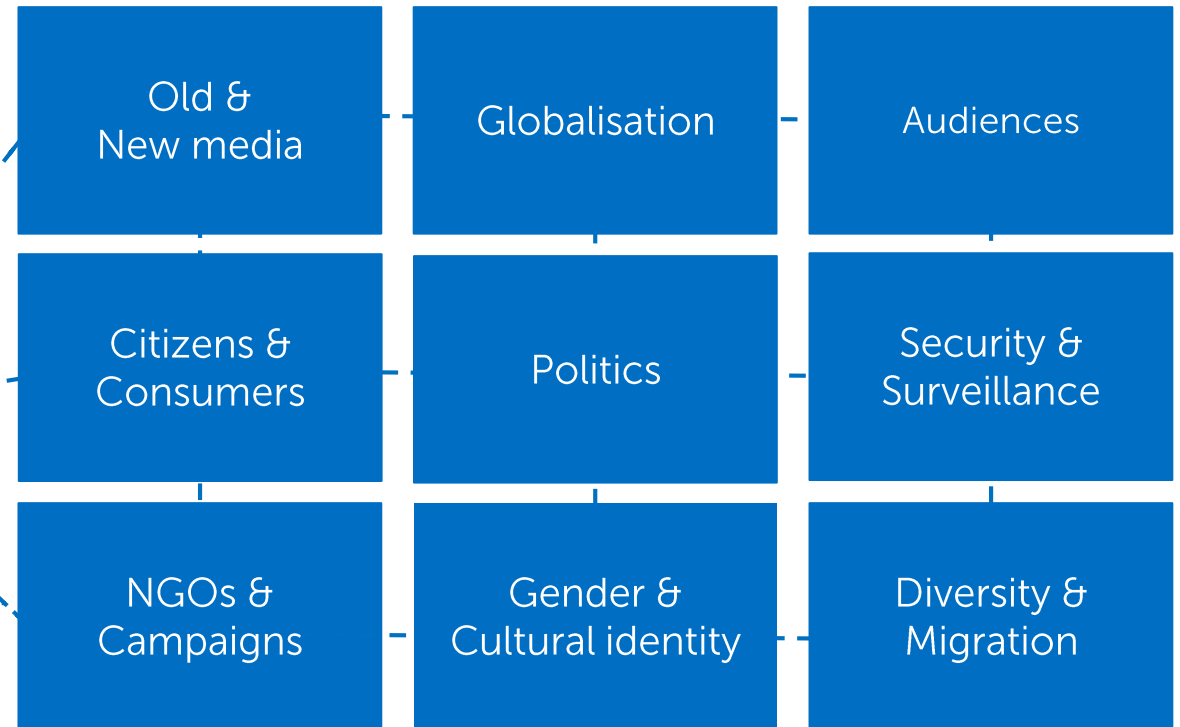
Dive into the production, content and political impact of various media, as well as their social and cultural meanings and uses in everyday life.

## 2. What does it mean to live in an increasingly mediatized world?

Learn and reflect on the larger transformations associated to digitalisation in different social spheres and prepare to play an active role in these changing environments.

# Media, Culture & Society: in a nutshell

- The programme is **fully taught in English**
- It is a **1-year programme (60 EC)**
- The academic year has **four terms: 8 weeks per term**
  - *Term 1, 2 and 3: Courses*
  - *Term 2, 3 and 4: Master Thesis*
- **Key words** of the MCS programme:





# MCS: unique features (1)

- Very international classroom and department:
  - *Current classroom: 14 nationalities, 62% non-Dutch*
- Attention to **theory and practice**
  - *Guest lectures, real-life cases and workshops*
- The programme is **selective and intensive...**
- ...but almost **80% completes it within one year**, with an average **GPA of 7.7/10.0 (2018-2019)**
- International and globally oriented learning environment
- Small-scale and interactive education
  - *With a very personal approach*
  - *And a tight student community*





Introduction Drinks



# MCS: unique features (2)

- **Exchange possibility** (1.5 year track):
  - > 90 partners worldwide
- **Customize your curriculum:**
  - *Elective seminars in term 2 and 3*
  - *Research workshop in term 2*
- Focus on **Labour Market Orientation**
  - *Possible thesis internships*
  - *Guest lectures*
  - *Practical Case Projects*
  - *Masterclasses*
  - *Student-to-student skills sharing initiatives*





# Exchange possibility (1.5 year track)

We have a worldwide network of more than 90 partner universities:



# Masterclass: Storytelling

Your turn...

Write a storyline for your organization, brand

- Create a storyline with your neighbor
- Choose a theme
- Choose a world
- Choose a key player (them)
- Choose a challenge
- Connect this challenge with a solution in which your company plays a role

Theme	World (Environment in a world)	Protagonist (Who, person, people, group)	Obstacle the quest	The outcome (goal)

FLINE







COopr

Practical Case Project: Coopr Academy



# The annual Master Thesis Drinks





The background of the slide features a photograph of the Erasmus University building, a tall, modern structure with a grid of windows. In the foreground, there is a colorful bookshelf with books of various colors (red, yellow, green, blue, purple) standing upright. The text 'Media, Culture & Society – The Study Programme' is overlaid on a white rectangular area in the center of the image.

# Media, Culture & Society – The Study Programme

# Study Programme

Term 1	Term 2	Term 3	Term 4
Media & Socio-Cultural Change	<p><i>Elective Seminar, choose from:</i></p> <ul style="list-style-type: none"> <li>• Digital Media &amp; Cultural Identities</li> <li>• Participating Audiences</li> </ul>	<p><i>Elective Seminar, choose from:</i></p> <ul style="list-style-type: none"> <li>• Marketing Media &amp; Entertainment</li> <li>• Creative Labour</li> <li>• Media Policies &amp; Markets</li> </ul>	Master Thesis
Media, Culture & Globalisation	<p><i>Research Workshop, choose from:</i></p> <ul style="list-style-type: none"> <li>• Media &amp; Migration</li> <li>• Surveillance, Visibility &amp; Reputation</li> <li>• Television Audiences</li> </ul>	New Media, Politics & Campaigns	
Methods of Media Research I	Methods of Media Research II	Master Thesis	
Master Class (all year)			



# Preview: Media & Socio-Cultural Change

Please view the video below to learn more about one of the courses from the MCS curriculum:

**CM4202 (2019-20)**  
Media and socio-cultural change

### Films & social justice in Chile

September 4, 2019  
By Paul Bennett  
5 min



Welcome to Media and Socio-Cultural Change! I'm looking forward to reading your thoughts and learning about the interesting cases that you will share here!

As a source of inspiration, in this first post I want to tell you about two films from my own home country, Chile.

The first is "Una Mujer Fantástica" ("A Fantastic Woman"), which received the Academy Award for best foreign language film 2018. Maybe you have heard about it (or even watched it). The film's protagonist is Marina, a transgender woman, whose partner suddenly dies. Marina is not only denied from the wake and funeral by the partner's family, she is also mistreated by hospital personnel and public officials. According to a NYT critic, her "experiences reveal a deeply held prejudice hardly limited to Chile."



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# Master Thesis: titles from previous academic years

- A study on the perceived source credibility of different recommender types on **music streaming platforms**
- How **Instagram** account Barbie Fascionista satirized the Brazilian middle and upper classes
- The influence of explicit content on the perceptions of **video games** and the moral reasoning behind it.
- The use of non-sexist language in Argentinian **news media**







MCS Graduation Ceremony





After graduation



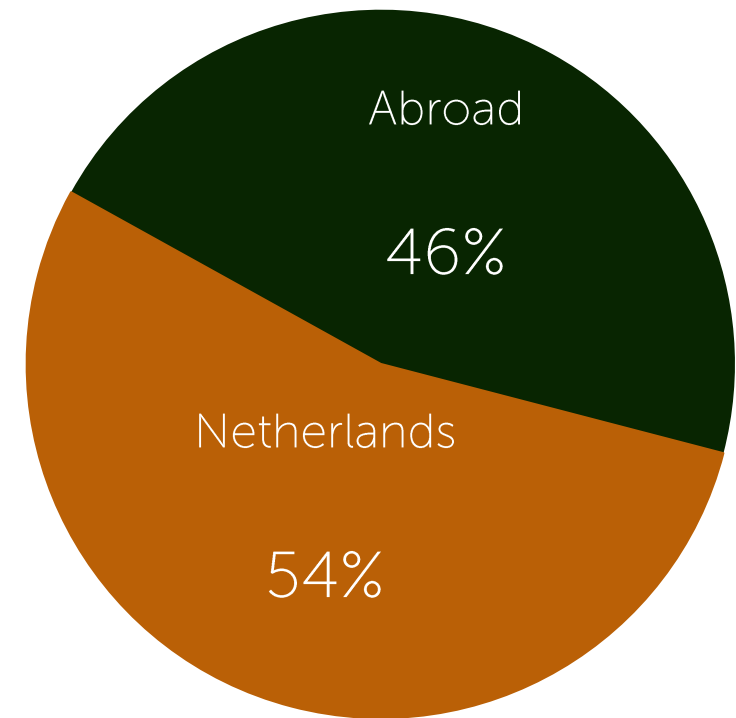


# Career fields Media, Culture & Society

What are the career fields of our MCS alumni?



Where are our MCS alumni employed?



# MCS alumni on the world map: some examples



PhD candidate



Ministerie van Sociale Zaken en Werkgelegenheid

Junior Communications Advisor



Doctoral student



Adviser on Social Entrepreneurship & Gender Equality



PR Manager



Head of Marketing



Brand Advertising Manager



Communication Specialist



Security Specialist



News Presenter



Project Manager





# Studying in Rotterdam

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Rotterdam is a major student city...





... a true multicultural city...





...and an economic hotspot with a variety of industries





The city offers many interesting events...

INTERNATIONAL  
FILM FESTIVAL  
ROTTERDAM





...and has a vibrant student life!







The EUR has a brand new campus...





...Is ranked in the top 100 of the  
Times Higher Education...



... and offers many events to students







It is a great place to study!





Do you want to study Media, Culture & Society?



# Check the screening criteria and deadlines

## Screening criteria:

- Strong personal motivation
- University Bachelor's degree
- Good academic track record (*GPA, considered in relation to other requirements*)
- Academic writing and analytical skills
- Relevance of previous studies to the Master programme
- International ambition and background
- English language skills (*please check our website for the requirements*)

## Deadlines:

- Deadline proof English skills: **1 June 2020** (*Non-EEA*)  
**1 August 2020** (*EEA*)
- Application deadline: **15 May 2020** (*EEA & Non-EEA*)





# Do you have any questions?



Marysia and Jasmijn look forward to meeting you, and to advising you on **your personal situation!**



Admissions Coordinator  
Media & Communication

For all questions about admissions  
and the screening criteria.

Marysia Beekes, BBA  
*mediastudies@eshcc.eur.nl*

Student Advisor  
Media Studies

For all questions about the  
content of the programme.

Jasmijn Ritmeester, MA  
*studentadvisor.mc@eshcc.eur.nl*



# Other sources of information

www.

[www.eur.nl/en/master/media-culture-society](http://www.eur.nl/en/master/media-culture-society)



[courses.eur.nl](http://courses.eur.nl)



<https://www.eur.nl/eshcc/chat>



[www.facebook.com/mastermediastudies](https://www.facebook.com/mastermediastudies)

*Chat with current students!*

The screenshot shows a web interface for a student chat service. At the top, there are navigation tabs: 'Students' (selected), 'Staff', 'Blog', 'Inbox', and 'Sign Up'. Below the tabs, the text reads 'Students' followed by 'POWERED BY unibuddy'. A message states: 'Since March 2020, 378 questions have been answered by our students.' There are three dropdown menus: 'Area Of Study', 'Master', and 'Course Language'. Below these is a 'Master x' filter button. Two student profiles are displayed in a grid:

- Palesa**: Media, Culture & Society (MA). Location: Johannesburg, South Africa. Button: 'Chat with Palesa'.
- Sophie**: Media & Creative Industries (MA). Location: Utrecht, Nederland. Button: 'Chat with Sophie'.





We look forward to meeting you in September!

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