Media Studies:
Media, Culture & Society
It’s great to meet you!
Programme Management of Media, Culture & Society

Dr. Isabel Awad

Academic Coordinator
Media, Culture & Society

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

Programme Coordinator
Media Studies

Vera Dullemond, MSc.

Students’ main contact point:
- Course registrations;
- Extracurricular activities;
- General questions.
MCS Teaching Staff

Dr. Jacco van Sterkenburg
Prof.dr. Jeroen Jansz
Matthijs Leendertse, MA
Dr. Arno vd Hoeven
Dr. Izabela Derda
Dr. Delia Dumitrașcu
Dr. Mike Wayne
Dr. Daniel Trottier
Dr. Lijie Zheng
Dr. Yosha Wijngaarden
Dr. João Goncalves
Dr. Marco Scalvini
Dr. Isabel Awad
Dr. Amanda Paz
Dr. Giulia Evolvi
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
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:
Practical Case Project: Cooprr Academy
The annual Master Thesis Drinks
Media, Culture & Society – The Study Programme
# Study Programme

<table>
<thead>
<tr>
<th>Term 1</th>
<th>Term 2</th>
<th>Term 3</th>
<th>Term 4</th>
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</thead>
<tbody>
<tr>
<td>Media &amp; Socio-Cultural Change</td>
<td>Elective Seminar, choose from:</td>
<td>Elective Seminar, choose from:</td>
<td>Master Thesis</td>
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<td></td>
<td>• Digital Media &amp; Cultural Identities</td>
<td>• Marketing Media &amp; Entertainment</td>
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<td>• Participating Audiences</td>
<td>• Creative Labour</td>
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<td>• Media Policies &amp; Markets</td>
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<tr>
<td>Media, Culture &amp; Globalisation</td>
<td>Research Workshop, choose from:</td>
<td>New Media, Politics &amp; Campaigns</td>
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<td>• Media &amp; Migration</td>
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<td>• Surveillance, Visibility &amp; Reputation</td>
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<td>• Television Audiences</td>
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<td>Methods of Media Research I</td>
<td>Methods of Media Research II</td>
<td>Master Thesis</td>
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<td>Master Class (all year)</td>
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Please visit [courses.eur.nl](http://courses.eur.nl) for descriptions of all courses.
Preview: Media & Socio-Cultural Change

Please view the video below to learn more about one of the courses from the MCS curriculum:
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
After graduation
### Career fields Media, Culture & Society

#### What are the career fields of our MCS alumni?

<table>
<thead>
<tr>
<th>Career Field</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Communications &amp; PR</td>
<td>22%</td>
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<tr>
<td>Marketing, Advertising &amp; Sales</td>
<td>21%</td>
</tr>
<tr>
<td>Management</td>
<td>11%</td>
</tr>
<tr>
<td>Writing &amp; Editing</td>
<td>9%</td>
</tr>
<tr>
<td>Research</td>
<td>8%</td>
</tr>
<tr>
<td>Consultancy</td>
<td>7%</td>
</tr>
</tbody>
</table>

#### Where are our MCS alumni employed?

- **Netherlands**: 54%
- **Abroad**: 46%
MCS alumni on the world map: some examples

- PhD candidate
- Junior Communications Advisor
- Doctoral student
- Adviser on Social Entrepreneurship & Gender Equality
- Head of Marketing
- PR Manager
- Brand Advertising Manager
- News Presenter
- Communication Specialist
- Project Manager
- Security Specialist
Studying in Rotterdam
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...
...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!

Marysia Beekes, BBA
mediastudies@eshcc.eur.nl

Admissions Coordinator
Media & Communication
For all questions about admissions and the screening criteria.

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.eur.nl/en/master/media-culture-society

courses.eur.nl

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

www.facebook.com/mastermediastudies
We look forward to meeting you in September!