

Erasmus School of
History, Culture and
Communication

Media Studies: Premaster Programme

Premaster Media Studies

Would you like to follow one of the Master programmes in Media Studies (Media & Business, Media & Creative Industries, Media, Culture & Society or Media & Journalistiek) at the Erasmus University Rotterdam, but are you not qualified for direct entry to this Master programme?

In this case, you can follow our one-year Premaster programme in Media Studies, which serves to prepare you for the Master of your choice. This transfer programme is for students of Universities of Applied Sciences (HBO), or equivalent international institutions, in the field of media and communication. You are also eligible for the Premaster if you hold a Bachelor degree from a recognised Dutch university or an equivalent qualification from an international institution, but you lack prior training in the field of media and communication and/or social scientific research methods. After successful completion of the Premaster programme, you can start with the Master programme of your choice.



It's great to meet you!

Erasmus

Premaster Media Studies Programme Management



Academic Coordinator
Premaster Media Studies

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

Dr. Arno van der Hoeven

Programme Coordinator
Media Studies


Students' main contact point:

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







Vera Dullemond, MSc.



Other Premaster staff members







A world map with several countries highlighted in blue. Orange lines connect these highlighted regions to callout boxes containing portraits, flags, and names of staff members. The highlighted regions include the United States, parts of Europe, Russia, India, Brazil, and parts of South America.



  Wil McCarthy, MA



  Dr. Anne-Mette Hermans



  Dr. Chris Aalberts



  Rian Koreman, MSc.

  Dr. Mike Wayne

  Dr. Lijie Zheng

  Dr. Radhika Mittal

  Dr. Deborah Castro Mariño

  Dr. Débora Ramos Antunes da Silva



Media Studies – General information

Media Studies: four different tracks

Language

Name

What is the track about?



- Media & Business ----- How does digital media change **businesses**?
- Media & Creative Industries ----- How do **creative industries** work?
- Media, Culture & Society ----- How does media affect our **society** and **politics**?



- Media & Journalistiek ----- What does the current and future **journalistic landscape** look like?



Media & Business



Key Themes

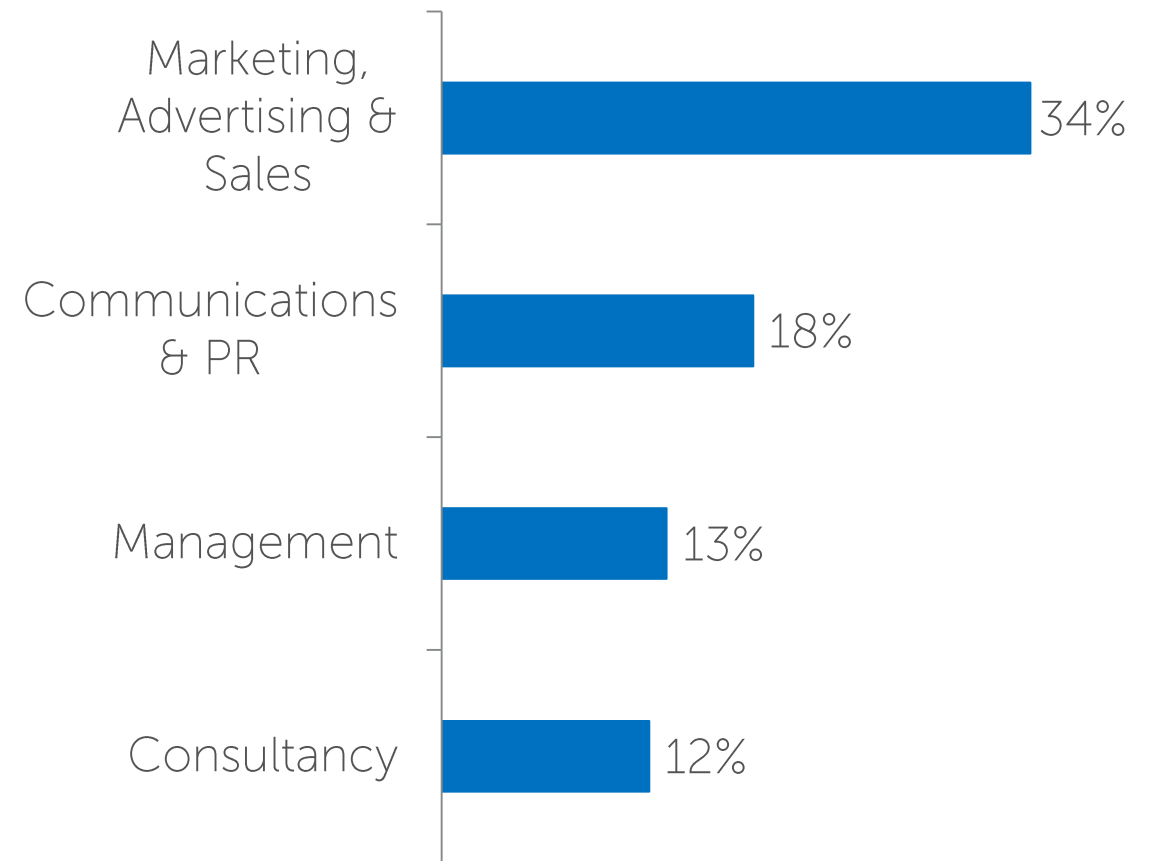
1. How do digital media change businesses?

Learn how the digital revolution and globalisation have transformed the media business and other industries. Examine the new business models that have been developed and the new products and services that have emerged.

2. How can businesses stay relevant, compete and lead in a rapidly transforming media environment?

Examine how businesses are responding to the challenges and opportunities of the digital era that is increasingly complex and uncertain. Understand the cultural and contextual factors that shape strategic communication in the digital age.

Career fields M&B Alumni



Media & Creative Industries



Key Themes

1. What is our focus?

Learn what media companies & creative industries are and what they create, produce and distribute.

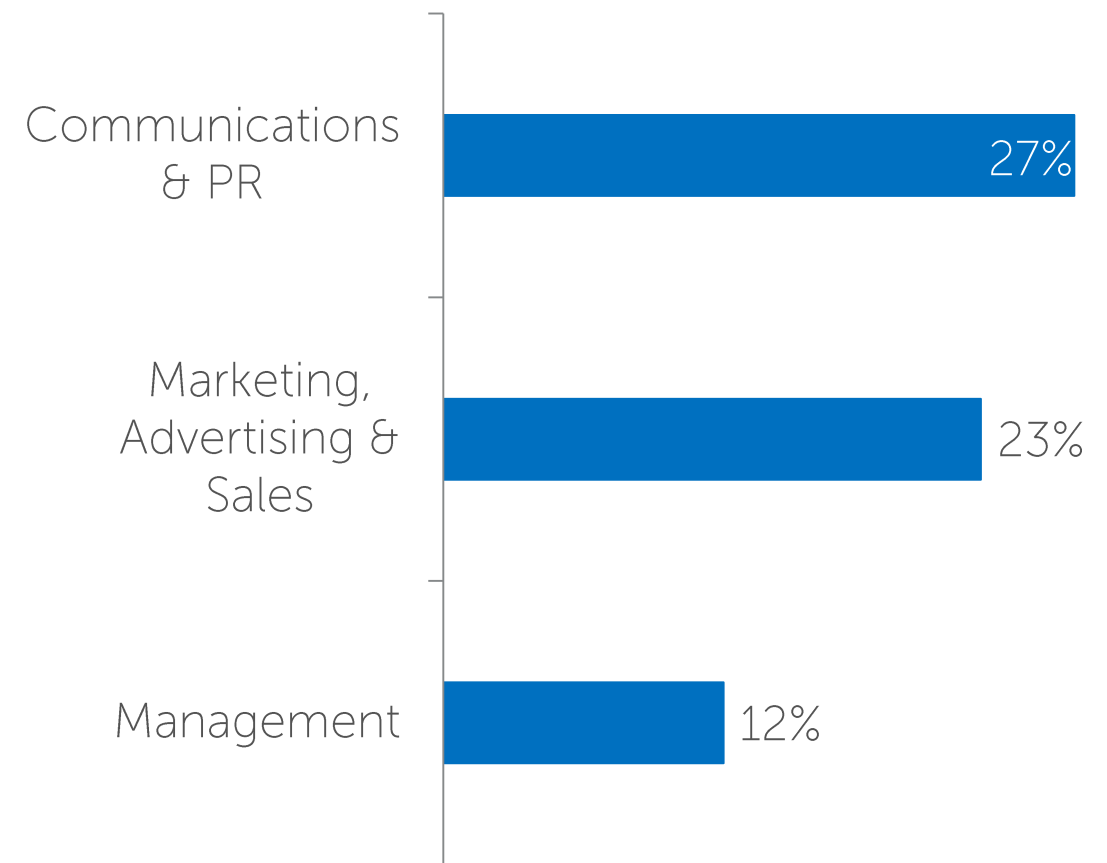
2. How are media and creative industries organised, managed and produced?

Examine the management, marketing and distribution of content of media & creative industries, by focusing on creativity, entrepreneurship, storytelling, festivalisation, etc.

3. What is the cultural significance of the media & creative industries?

Learn how the produced content interacts with audiences and consumers and the consequences of its increased economic impact.

Career fields MCI Alumni



Media, Culture & Society



Key Themes

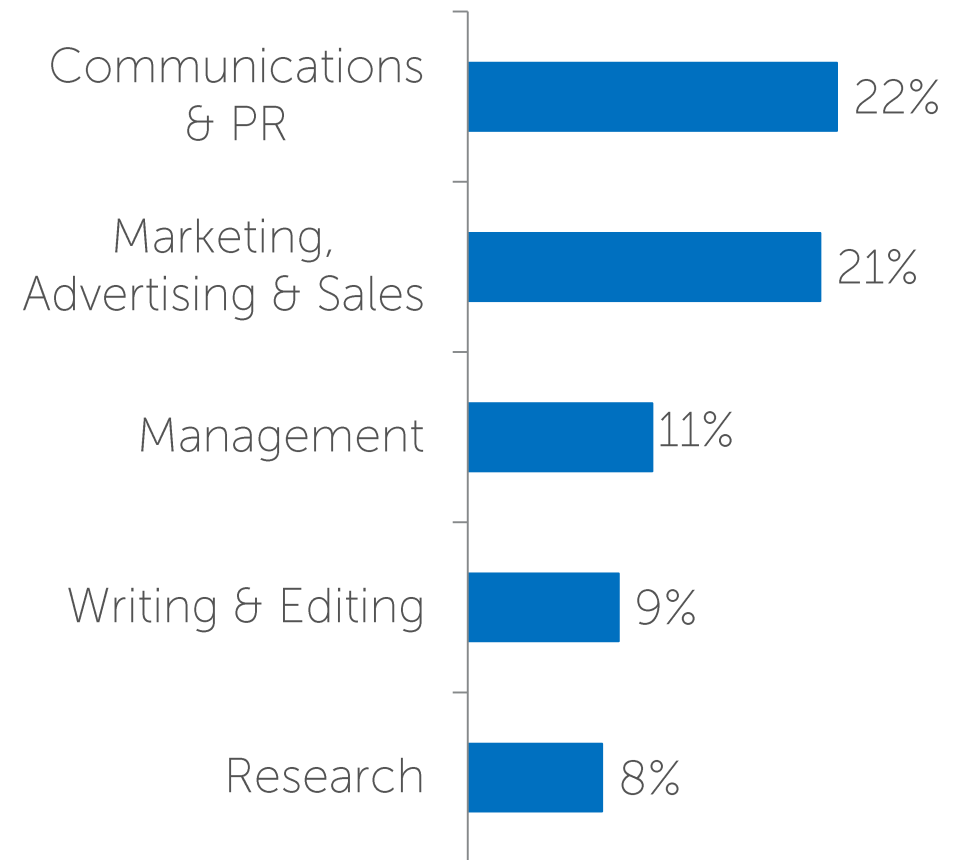
1. How does media affect our society and politics?

You 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.

Career fields MCS Alumni



Media & Journalistiek



Key Themes

1. The changes in the journalistic ecosystem

Learn how the relationship between producers and consumers has completely changed under the influence of digitization, further commercialization and social media.

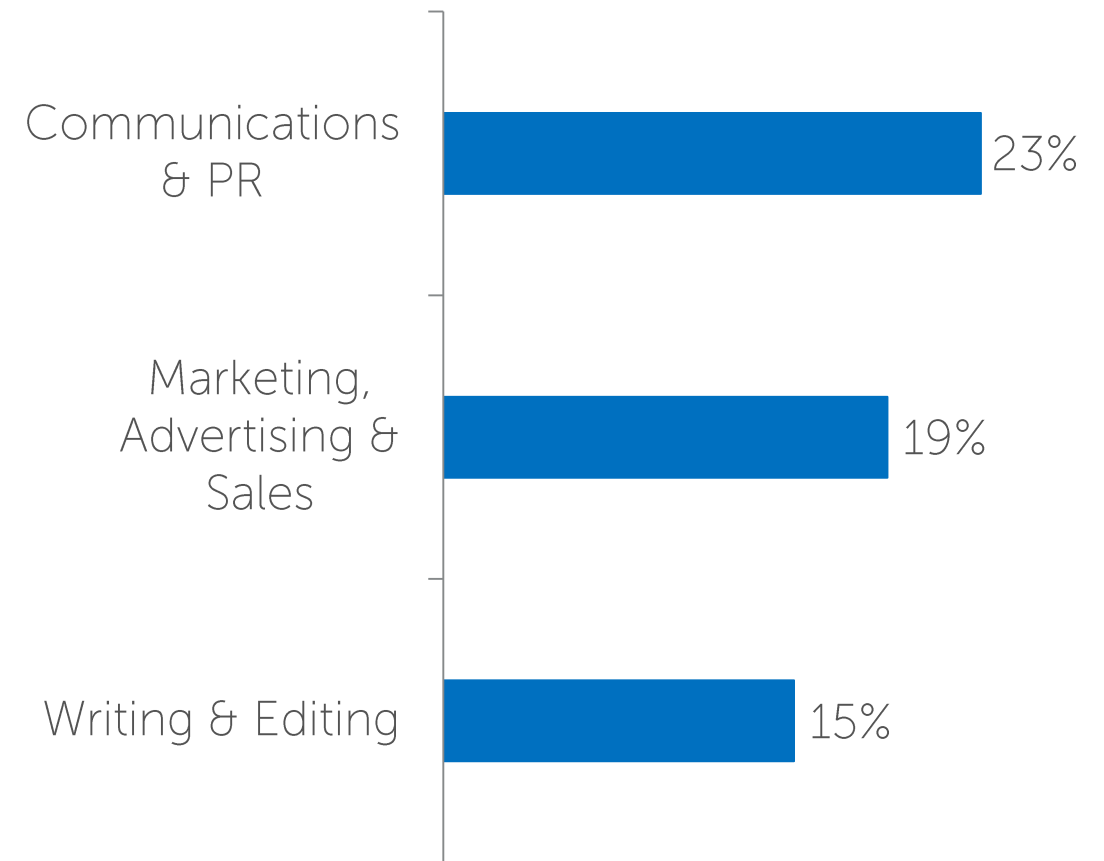
2. The content that media distributes and their effects on users

Critically study the effects on digitalisation on social areas and public opinion.

3. The future of media and journalism

Learn about questions as: will quality journalism survive without government support? Will print media, linear television and radio disappear or survive?

Career fields M&J Alumni



The image is a composite of two photographs. The top photograph shows a tall, modern, multi-story building with a grid of windows, identified as Erasmus University. The bottom photograph shows a large group of people walking across a curved metal bridge over a fountain. Many of the people are wearing red t-shirts and carrying red bags with the letters 'JFR' on them. The sky is blue with scattered white clouds.

Premaster Media Studies – General Information

Premaster Media Studies

- Prepares you for one of the tracks of the **Master programmes** in Media Studies:
 - *Bridging the knowledge gap, developing analytical and research skills.*
 - *When applying for the Premaster, you already choose one of the Media Studies tracks.*
- It is a **1-year programme (45 EC)**
- The academic year has **4 terms: 8 weeks per term**
 - *Term 1, 2 and 3: Courses*
 - *Term 3 and 4: Premaster Research Project*
- Upon **completion**, you will be **admitted to the corresponding Master**
 - *You will receive a certificate for the Premaster.*



Certificate Celebration





Unique features of the Premaster

- Very international classroom and department:
 - *Current classroom: 18 nationalities, 52% non-Dutch*
- Attention to **theory and practice**
 - *Guest lectures, real-life cases and workshops*
- The programme is **selective and intensive...**
- ...but almost **90% completes it within one year**
- International and globally oriented learning environment
- Small-scale and interactive education
 - *With a very personal approach*
 - *And a tight student community (e.g. Master Mentor Programme)*



Premaster Introduction Drinks

Master Mentor Programme

- The programme is offered to **all incoming students** of the Premaster Media Studies.
- A small group of Premaster students are linked to an **'experienced' Premaster student**
 - *Master Mentor: a current student of the Master Media Studies, who successfully completed the Premaster programme the year before.*
- The Master Mentor offers **support** and **advice** related to the studies, university and the city.
- Goal: to make new Premaster students **more familiar with the ins and outs of the programme, feel at home quicker and perform better academically.**





Master Mentor Programme 2019/2020

Premaster Media Studies – Study Programme

Study Programme

| Term 1 | Term 2 | Term 3 | Term 4 |
|---|--|---|----------------------------|
| Media & Communication Theory | Introduction to Statistical Analysis | Media Systems in Comparative Perspective (MCI + M&J) <u>OR</u> Communication as a Social Force (MCS) <u>OR</u> Communication and Organizations (M&B) | Premaster Research Project |
| Introduction to Social Science Research | Qualitative Methods in Media & Communication | Premaster Research Proposal | |
| Academic Skills | | | |

Please visit courses.eur.nl for descriptions of all courses.

During the Premaster, you will follow classes of the programme International Bachelor in Communication and Media (IBCoM).

M&J: Literature and lectures during the Premaster are in English. The Master programme is fully taught in Dutch.

Preview: Media & Communication Theory

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



Or view the video online at: https://www.youtube.com/watch?v=I_9YggDtfDs

Erasmus



Studying in Rotterdam

Erasmus

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 apply for the Premaster?



Erasmus

Check the criteria & deadlines

Screening criteria:

- Strong personal motivation
- Diploma:
 - HBO degree/ equivalent from an international institution (*in the field of media & communication*)
 - BA degree from a recognised NL university/ equivalent from an international institution (*degree lacks prior training in media & communication and/or social scientific research methods*)
- Good track record (*GPA will be considered in relation to the other requirements*)
- International ambition and background
- English language skills (*please check our website for the requirements*)
- Entry exam (*25 May or 22 June*)

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/eshcc/pre-master/media-studies
www.eur.nl/eshcc/pre-master/media-journalistiek



courses.eur.nl



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



www.facebook.com/mastermediastudies

Chat with current students!

The screenshot shows a web interface for a chat service. At the top, there are navigation icons for 'Students', 'Staff', 'Blog', 'Inbox', and 'Sign Up'. Below this is a header for 'Students' with a 'POWERED BY unibuddy' logo. A text line states: 'Since March 2020, 378 questions have been answered by our students.' There are three dropdown menus: 'Area Of Study', 'Master', and 'Course Language'. A 'Master x' filter is also visible. Below the filters, two student profiles are displayed. The first profile is for 'Palesa', a student in 'Media, Culture & Society (MA)' from Johannesburg, South Africa. The second profile is for 'Sophie', a student in 'Media & Creative Industries (MA)' from Utrecht, Nederland. Each profile has a 'Chat with [Name]' button.



We look forward to meeting you in September!

Erasmus