

Erasmus School of  
History, Culture and  
Communication

# MSc Media Studies:

Research Master in the Sociology of  
Culture, Media and the Arts (SCMA)



It's great to meet you!

*Erasmus*

# Programme Management of SCMA



Academic Coordinator  
SCMA

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

Dr. Marc Verboord

Programme Coordinator  
Media Studies

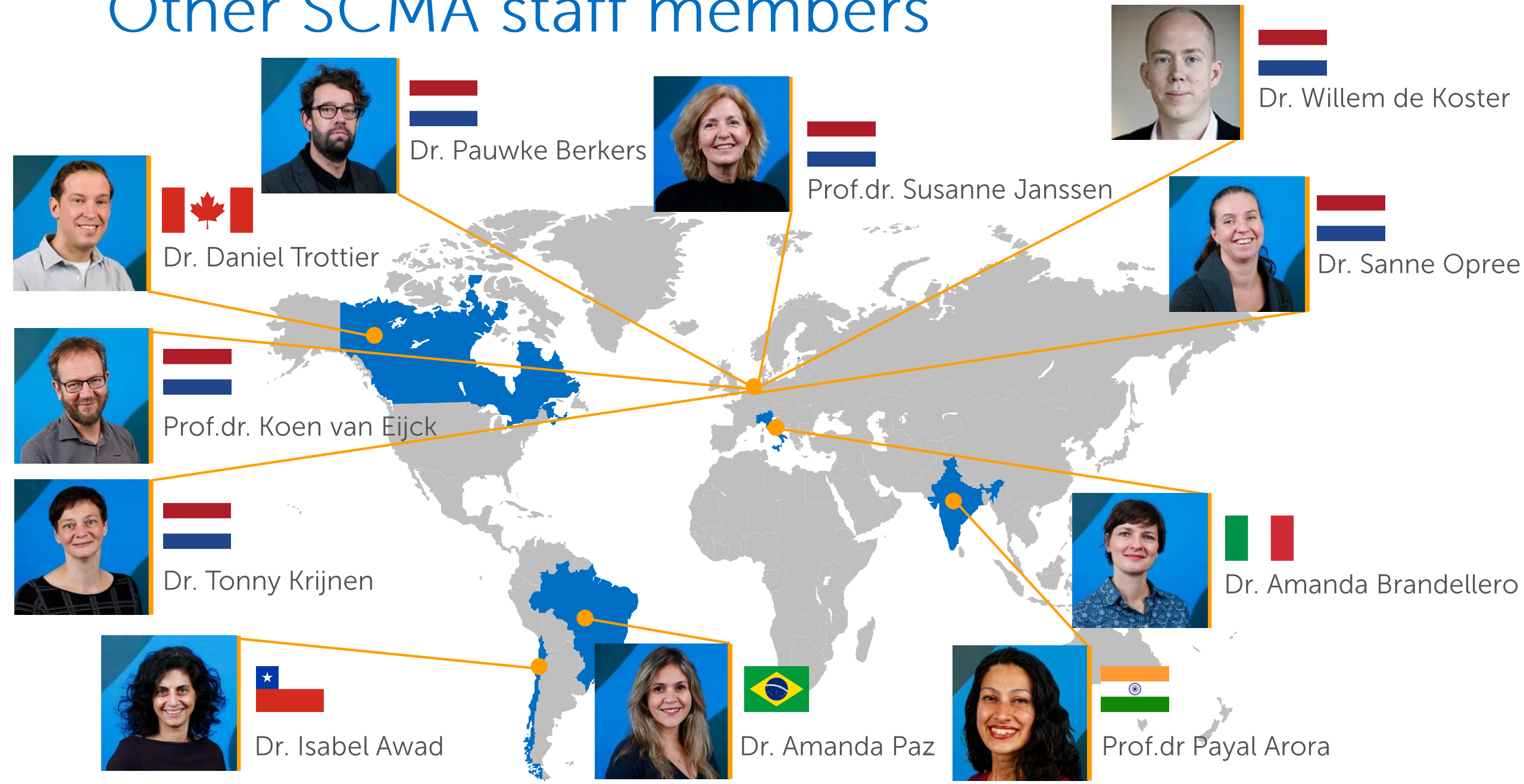
Students' main contact point:

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



Vera Dullemond, MSc.

# Other SCMA staff members





A woman with blonde hair, wearing a light blue jacket, is riding a green bicycle on a paved path. The path is made of light-colored, irregularly shaped stones. In the background, there are several modern buildings, including a tall one with a grid-like facade and another with a more traditional rectangular design. There are also trees and a small fountain in the park area.

# SCMA – General Information



# SCMA: Key features

The programme Sociology of Media, Culture and the Arts has the following key features:

## **1. The combination of social-scientific training and hands-on research experience**

You will be trained to independently carry out high-quality research, whilst simultaneously getting the chance to more clearly outline your own research interests. The curriculum consists of theoretical courses, as well as quantitative and qualitative methodological training. You will put this into practice in a research traineeship.

## **2. The unique combination of sociology, culture, media and the arts**

You will gain in-depth knowledge of the main theoretical insights into, and academic debates within, the fields of media studies, arts and culture studies and sociology.

## **3. International perspective**

You will do an exchange at a foreign university to broaden your scope, and develop your own unique research profile.

## **4. Attention to future career perspectives**

You will be prepared for a career in doing research, either in the academic world or in other types of organizations. You will follow seminars on how the academic world works, make field trips, get guest lectures, do your first conference presentation, and other activities.

# SCMA: in a nutshell

- The programme is **fully taught in English**
- It is a **2-year programme (120 EC)**
  - *1-year Abridged Programme (62 EC) possible (please refer to entry requirements)*

- The academic year has **four terms:**  
**8 weeks per term**

- Year 1
  - *Term 1, 2 & 3: Courses*
  - *Term 4: Research Traineeship*
- Year 2
  - *Term 1 & 2: International exchange*
  - *Term 3: Courses*
  - *Term 3 & 4: Master Thesis*

- **Key words** of the SCMA programme:





# SCMA's unique features (1)

- Very international classroom and department:
  - *Current classroom: 10 nationalities, 92% non-Dutch*
- Attention to **theory and practice**
  - *International Conference Visit, Research Traineeship, field trips, guest lectures, etc.*
- The programme is **selective and intensive**
- ...but **90% complete it within the specified time**, with an average **GPA of 7.9/10.0**
- International and globally oriented learning environment
- Small-scale and interactive education
  - *With a very personal approach*
  - *And a tight student community*





Introduction Drinks



# SCMA's unique features (2)

- **Customize** your curriculum:
  - *Research workshop in term 2 (year 1)*
  - *Elective seminar in term 3 (year 1)*
- **International Exchange:**
  - *A worldwide network of over 30 partner universities*
- Focus on **Labour Market Orientation**
  - *Research Traineeship*
  - *International Conference Visit* ●
  - *Practical Case Projects*
  - *Student-to-student skills sharing initiatives*
- **Almost half** of all SCMA alumni **proceed to a PhD trajectory** after graduation.

"The participation in this conference was a *very beneficial component* of the Research Master. The most valuable thing I learnt at the Day of Sociology 2019 was the *importance of speaking up* and *not being intimidated* to approach more senior academics for feedback."  
- Victoria Balan, visited the Dag van de Sociology in 2019



# SCMA's student experiences

Mariana Fried, 1st year student (student abridged programme) & Julian Schaap, MSc. (alumnus)



## ● Why did you choose to start with this Research Master programme?

*Mariana:* "I had a very good experience in the Master Media, Culture & Society, and I knew what the EUR and, specifically, ESHCC is like to study. Not only the intercultural environment at this university, but also the interesting in-class environment with many debates and group discussions, and the openness, friendly treatment and encouragement from lecturers, convinced me that it would be a good idea to study here one more year."

*Julian:* "It was the only programme in the Netherlands that I know (and still know) that offers a high contemporary and transdisciplinary approach of cultural sociology and media studies. Many Masters tend to have a distinct, 'deepening' focus (e.g. cultural analysis), this programme has a wide thematic focus (arts, culture and media) and an even wider disciplinary focus)."



## ● What makes this Research Master different from other programmes in the field, in your opinion?

*Mariana:* "I believe a great richness of the programme is in the diverse – academic- origins of the students and lecturers. By combining sociological approaches to culture, media and the arts, the programme succeeds in attracting students with similar ways of interpreting reality, but with different interests, prior knowledge and areas of expertise. This further enriches the classes and their debates."

## ● Looking back at the programme, what really stood out for you?

*Julian:* "The Research Master felt like a high-quality pressure cooker that – against all expectations – had a distinctly informal character. I've never learnt as much in such a short time as during this study. The combination of cutting-edge yet informal gave me a head start in my PhD, as I already had experience in conference participations, publishing and other essential academic skills."

The background image shows a modern building facade of Erasmus University. The lower part of the image features a large, colorful bookshelf structure with many vertical bars in various colors (red, orange, yellow, green, blue, purple). Some of the text on the spines of the books is visible, including "ERASMUS SCHOOL OF HISTORY CULTURE", "ERASMUS SCHOOL OF ECONOMICS", "INTERNATIONAL INSTITUTE OF SOCIAL SCIENCES", "ERASMUS SCHOOL OF PHILOSOPHY", and "ERASMUS SCHOOL OF HEALTH POLICY". Above the bookshelf, there is a white rectangular area containing the text "SCMA – The Study Programme". In the upper right corner, the Erasmus University logo and name are visible on a tall building. The sky is blue with some clouds.

# SCMA – The Study Programme



# Study Programme Year 1

Term 1	Term 2	Term 3	Term 4
Cultural Sociology	Consumer Culture	Globalization, Digitalization & Culture	Research Traineeship
Sociology of Media, Culture & the Arts	<i>Research Workshop, choose from:</i> <ul style="list-style-type: none"><li>• Television Audiences</li><li>• Surveillance, Visibility &amp; Reputation</li><li>• Creative Cities</li><li>• Artistic Careers</li><li>• Media &amp; Migration</li><li>• Innovation in the Creative Industries</li><li>• Social Media Use</li><li>• Culture Online</li><li>• Researching Cultural Tourism</li></ul>	<i>Elective at Research School:</i> <ul style="list-style-type: none"><li>• Trending Topics in Media Studies</li><li>• Contemporary Approaches to Digital Cultures</li></ul>	
Research Design	Advanced Quantitative Methods	Advanced Qualitative Methods	
		Research Master Seminar	

# Study Programme Year 2

Term 1	Term 2	Term 3	Term 4
International Exchange		<i>Advanced Methods Course, for example:</i> <ul style="list-style-type: none"><li>• Digital Research Methods</li><li>• Contemporary Approaches to Digital Cultures</li></ul>	
		Research Master Seminar	
		Master Thesis	
International Conference Participation			



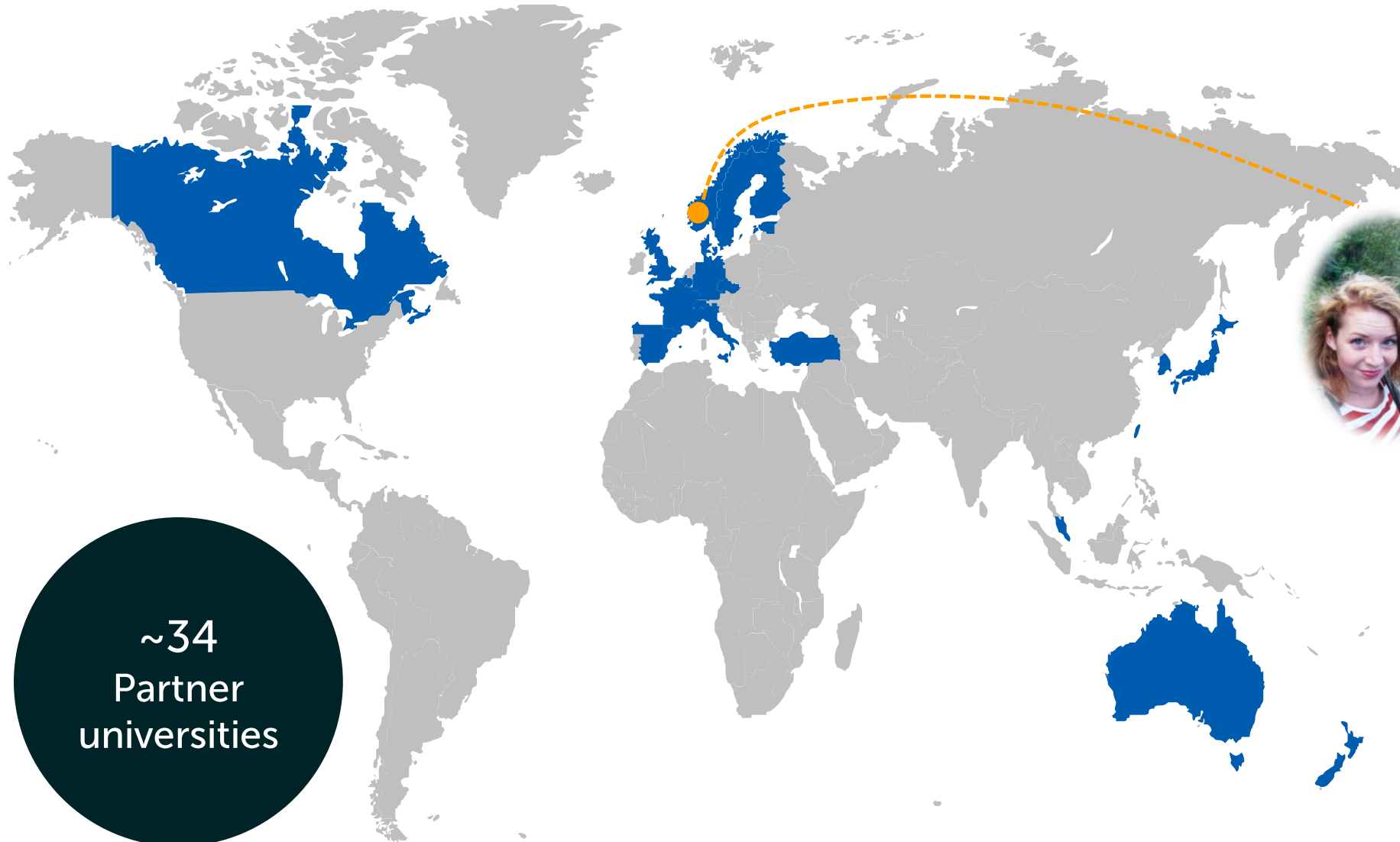
# Research Traineeship: topics from previous academic years

- Gameful music performances for smart, inclusive, and sustainable societies.
- Adolescents' expectations about their friends' online behavior: a research report.
- Wikipedia: the democratic encyclopedia and the production of art knowledge.
- Materialistic values in children's advertising: Obvious, hidden or nonexistent?
- Mapping arts education research in Latin America and the Caribbean
- Cultural diversity claims: How perspectives towards cultural diversity in the workplace relate to actual workforce diversity data.
- Group identity and authoritarian dynamics in the U.S. elections: Evidence for a left-wing authoritarian vote?

*"The topic of my traineeship was the [sociology of beauty in the context of Hong Kong](#). Personally, I am glad that this traineeship [got me in touch with one of the most amazing mentors](#). I not only [furthered my own research skills](#), I was also [able to explore research and career possibilities](#) because of this experience."*

*- Roxi Cui, 2<sup>nd</sup> year student*

# International Exchange (Year 2 – Term 1 + 2)



~34  
Partner  
universities



*"Exploring a **different academic climate** was a **very useful experience**, and made me more certain of my choice of pursuing a PhD abroad. Being abroad also made it **easier** for me to build a more **international network**."*

- Iris Segers, exchange to Linköping University in Sweden

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# Master Thesis: titles from previous academic years

- The Show Must Go On':  
*Accommodating digitization in the Cultural Sector*
- Corporate Social Responsibility and Social Media:  
*How Retailers Interact with Consumers*
- Exhibiting Foreign Films in Art House Cinemas in Flanders, Germany and the Netherlands:  
*The Horizons of an International Orientation*
- Climate Change Coverages in Australian, German and U.K. tabloids – *A Comparative Framing Analysis*
- Selling brands while staying "authentic": *Instagram influencers' negotiation of the imagined audience*







SCMA Graduation Ceremony





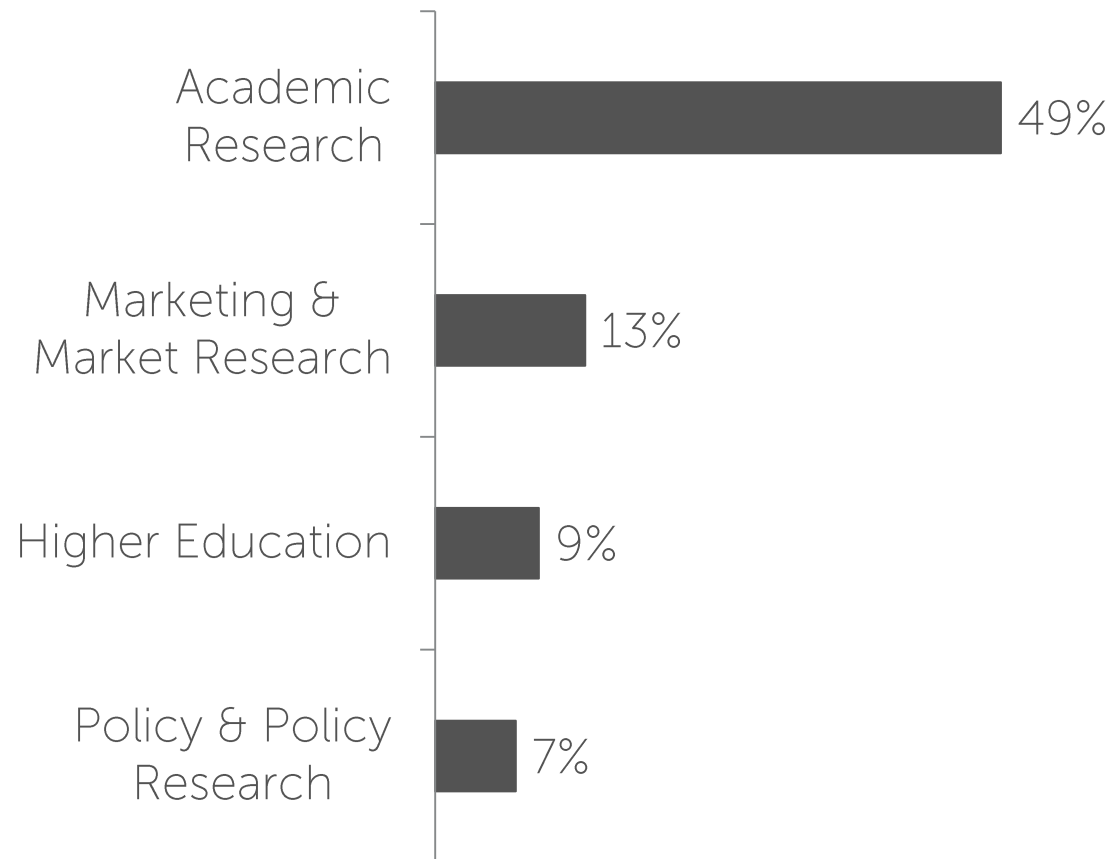
After graduation



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# Career fields SCMA

What are the career fields of our SCMA alumni?



*How did this Master programme prepare you for your (academic) career?*

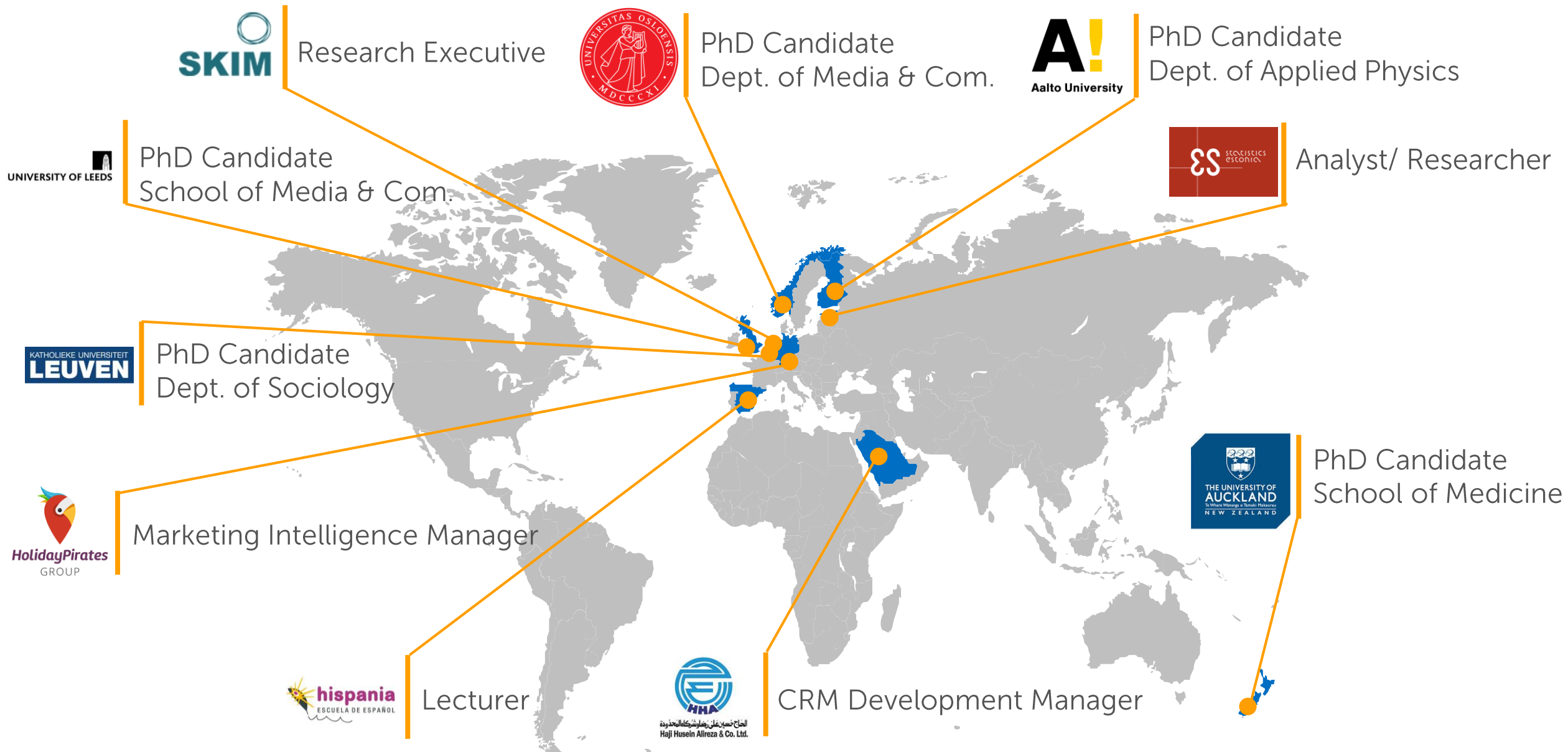
*"As I am currently finishing my PhD, I can confirm that this Master has been **quite useful** for this purpose. Throughout the Master programme I had to practice a lot with **writing research proposals**, which helped me to apply for PhD positions. The Master programme also made me comfortable with using a **rather broad range of quantitative and qualitative methods**, which is a skill that relatively few academics have, at least in my experience."*  
- Iris Segers, Doctoral Research Fellow at the Department of Media & Communication, University of Oslo.

*"I definitely believe that the programme prepared me sufficiently for the academic labour market. The **combination of advanced research skills** and **practical tips and tricks** about **publishing, presenting, networking** and **finding research positions** gave me the tools to pursue a career in academia. To my knowledge, almost all my classmates were able to obtain a PhD position within to years after gradation."*

- Anouk Mols, PhD candidate at Erasmus School of History, Culture & Communication, Erasmus University Rotterdam



# SCMA alumni on the world map: some examples





# 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 SCMA?



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# Check the screening criteria and deadlines

## Screening criteria:

- Strong personal motivation
- University Bachelor's degree
- Good academic track record ( $GPA \geq 7,5$ )\*
- 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*)
- *\*For abridged programme (1 year, 62 EC):  $GPA \geq 8.0$  and Master Thesis  $\geq 8.0$*

## 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 give you with personal, tailor-made advice



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.

<https://www.eur.nl/en/research-master/sociology-culture-media-and-arts>



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



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



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

*Chat with current students!*

Students

POWERED BY unibuddy

Since March 2020, 378 questions have been answered by our students.

Area Of Study | v Master | v Course Language | v

Master x

**Palesa**  
Media, Culture & Society (MA)  
I COME FROM Johannesburg, South Africa

**Sophie**  
Media & Creative Industries (MA)  
I COME FROM Utrecht, Nederland

Chat with Palesa

Chat with Sophie



We look forward to meeting you in September!

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