MSc Media Studies:
Research Master in the Sociology of Culture, Media and the Arts (SCMA)
It’s great to meet you!
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

Dr. Pauwke Berkers

Prof. dr. Susanne Janssen

Dr. Willem de Koster

Dr. Daniel Trottier

Prof. dr. Koen van Eijck

Dr. Sanne Opree

Dr. Tonny Krijnen

Dr. Amanda Brandellero

Dr. Isabel Awad

Dr. Amanda Paz

Prof. dr. Payal Arora
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

- **Keywords** 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.

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"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.”
SCMA – The Study Programme
# Study Programme Year 1

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<th>Term 1</th>
<th>Term 2</th>
<th>Term 3</th>
<th>Term 4</th>
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<tr>
<td>Cultural Sociology</td>
<td>Consumer Culture</td>
<td>Globalization, Digitalization &amp; Culture</td>
<td>Research Traineeship</td>
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<tr>
<td>Sociology of Media, Culture &amp; the Arts</td>
<td>Research Workshop, choose from: •Television Audiences •Surveillance, Visibility &amp; Reputation •Creative Cities •Artistic Careers •Media &amp; Migration •Innovation in the Creative Industries •Social Media Use •Culture Online •Researching Cultural Tourism</td>
<td>Elective at Research School: •Trending Topics in Media Studies •Contemporary Approaches to Digital Cultures</td>
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<td>Research Design</td>
<td>Advanced Quantitative Methods</td>
<td>Advanced Qualitative Methods</td>
<td>Research Master Seminar</td>
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Please visit [courses.eur.nl](http://courses.eur.nl) for descriptions of all courses. The offer of Research Workshops may differ per academic year.
## Study Programme Year 2

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<th>Term 3</th>
<th>Term 4</th>
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<td><strong>Advanced Methods Course, for example:</strong></td>
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<td></td>
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<td>• Digital Research Methods</td>
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<td></td>
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<td>• Contemporary Approaches to Digital Cultures</td>
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<td><strong>Research Master Seminar</strong></td>
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<td><strong>Master Thesis</strong></td>
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<td><strong>International Exchange</strong></td>
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<td><strong>International Conference Participation</strong></td>
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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, 2nd year student
International Exchange (Year 2 – Term 1 + 2)

“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

~34 Partner universities
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
After graduation
Career fields SCMA

What are the career fields of our SCMA alumni?

- Academic Research: 49%
- Marketing & Market Research: 13%
- Higher Education: 9%
- Policy & Policy Research: 7%

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 two years after graduation."

- Anouk Mols, PhD candidate at Erasmus School of History, Culture & Communication, Erasmus University Rotterdam.
SCMA alumni on the world map: some examples

- Research Executive
- PhD Candidate, Dept. of Media & Com.
- PhD Candidate, Dept. of Applied Physics
- Analyst/Researcher
- PhD Candidate, School of Media & Com.
- PhD Candidate, Dept. of Sociology
- Marketing Intelligence Manager
- Lecturer
- CRM Development Manager
- PhD Candidate, School of Medicine
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?
Check the screening criteria and deadlines

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<th>Screening criteria:</th>
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<td>• Strong personal motivation</td>
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<td>• University Bachelor’s degree</td>
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<td>• Good academic track record ((GPA \geq 7.5)^*)</td>
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<td>• Academic writing and analytical skills</td>
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<td>• Relevance of previous studies to the Master programme</td>
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<tr>
<td>• International ambition and background</td>
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<td>• English language skills (please check our website for the requirements)</td>
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\*For abridged programme (1 year, 62 EC): \(GPA \geq 8.0\) and Master Thesis\(\geq 8.0\)

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<td>• Deadline proof English skills: <strong>1 June 2020</strong> (Non-EEA)</td>
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<td>• Application deadline: <strong>15 May 2020</strong> (EEA &amp; Non-EEA)</td>
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Do you have any questions?

Marysia and Jasmijn look forward to meeting you, and to give you with personal, tailormade 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

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

courses.eur.nl

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

www.facebook.com/mastermediastudies

Chat with current students!
We look forward to meeting you in September!