



Erasmus School of
History, Culture and
Communication

Master Media Studies

Media, Culture
& Society

2017-2018



Want more information?

Do you have any questions concerning the study programme, the entry requirements or the career perspectives of this Master's programme? Or are you curious about studying and living in Rotterdam? Please contact us!

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Speak with our students and alumni

Our (former) students would like to share their experiences with you! Go to [facebook.com/eshcc](https://www.facebook.com/eshcc) and press 'Talk to a student' or go to eshcc-app.eur.nl.

Erasmus University Rotterdam
Make it happen.

Why choose Media, Culture & Society in Rotterdam?

Are you interested in the ever-changing media environment? How do media affect our lifestyles, our self-image, and our relationships with others? Would you like to explore these questions? The Master's programme Media, Culture & Society offers you the opportunity to do so, in a truly international classroom within one of Europe's most diverse and multicultural cities.

Against the background of quickly digitalising societies and media saturation, the Media, Culture & Society programme allows you to study the production and reception of established and emerging media. You will be confronted with the shifting relations between consumers and citizens, the private and the public, the global and the local, the media user and the producer. You will acquire the expertise to apply these insights and conduct research in relation to a wide range of topics and organisations, including—but not limited to—the media and cultural industries. Also, you can join two different Honours Projects and you will have the opportunity to extend your study to go on exchange.

Trained by international experts in an interactive class environment, Media, Culture & Society graduates are thus equipped with theoretical and hands-on knowledge about current and future media developments. The programme's distinctive focus on the labour market facilitates graduates' access to high profile jobs in the fields of media and digital technologies, culture, marketing, politics, and beyond.

One of the courses: Media, Culture and Globalisation

Media and media entertainment play an important role in the international spread of culture. You will critically examine the intensification of international cultural flows and their connection with emergent technological developments, such as satellite television, digitalisation and the internet, and the growth of multinational media conglomerates. While many of these flows originate in Western societies—think of The Voice, Disney, MTV and James Bond—the course also pays attention to genres and formats that originate in the Global South and are sold all over the world, including Bollywood films and South American telenovelas.



Study programme

Term 1	Term 2	Term 3	Term 4
Media and Socio-Cultural Change	Participating Audiences	Methods of Media Research II	Master Thesis
Methods of Media Research I	Research Workshop: <ul style="list-style-type: none"> Media and Power Culture on the Internet Interpersonal Relations Online 	Elective <ul style="list-style-type: none"> New Media and Politics Creative Labour in the Media 	
Media, Culture and Globalisation	Innovation in the Media and Cultural Industries		
Master Class (all year)			

Entry requirements

Required degrees	Bachelor's degree in the social sciences or the humanities
Proficiency	Basic knowledge in the field of media and communication (15 EC) and social scientific research methods. Academic writing. Analytical skills
Application procedure	Based upon a motivation statement, GPA; international background, academic essay or paper (preferably your Bachelor's thesis)
Language requirements	TOEFL 100 or IELTS 7.0
Application deadline	Non-EEA students: 15 April EEA students: 15 May
Pre-Master	1 year (55 ECTS)



Alumna testimonial

"It might sound cliché, but choosing this Master was the first conscious decision that I made based on a passionate interest in something. Many theories and methodologies that I learned about in the Master are recurrently coming back in my current work. I also feel that I learned good work ethics during my time at Erasmus University Rotterdam, for example in professional academic writing. The personal touch is truly what separates this programme from many other university departments. It is so important to feel this positively about your study environment."

*Andrea Gudmundsdottir (Iceland)
PhD candidate, University of Hong Kong*