Master Day – Graduate School of Communication

Master’s in Communication Science

Dr. Sophie Boerman, 9 November 2019
What is Communication Science?

Communication Science studies the contents, uses, and consequences of media and communication.
Choose your track

- Corporate Communication
- Political Communication
- Persuasive Communication
- Entertainment Communication
- Research Master’s
Tracks and student experiences
Corporate Communication

- Strategic communication
- Targeting internal and external groups of stakeholder

To Organise/Connect

Specialization Seminar:

- Strategic Communication of Organisations
- Strategic Communication in Organisations
Starbucks Social Media Guidelines for Canada and U.S. Partners

Moments of connection - that’s our promise. And we bring that promise to life every day in unique and special ways. These Guidelines are to help you do the right thing when connecting in social media. They’re important and are based on our Social Media Standard (available on starbucks.com/partners), which applies to you, too. If you have questions, please talk to your manager, Partner Resources or email socialmedia@starbucks.com.

Let’s celebrate and share in social media what it means #tobeapartner – with each other, our customers and the world - in the ways only #starbucks partners can!

(do this)

Share your passion. We’re called partners, because this isn’t just a job, it’s our passion. So, go ahead and share it!

Work comes first. Don’t let social media get in the way of you – or your fellow partners – doing your job and what’s expected of you.

Make it yours. Be open about the fact that you’re a partner and not an official company spokesperson. Use statements in your account profile or posts like: “I'm a Starbucks partner and these are my personal opinions...”
Group Project Strategic communication of Organizations

Analyzing the framing of the Boeing 737 MAX8 crisis from Boeing and news media

- Team of 5 coding 76 press releases and 123 news articles
- Analyzing the communication of Boeing in the aftermath of the crash and its relation to media coverage
- Hypothesis: under the public media pressure, Boeing´s frames align with media frames over time
Political Communication

- Core of our democracies
- The interaction between politics, media/journalists and public opinion

To Inform

Specialization Seminars:
- *Citizens and Public Opinion*
- *Journalism and the Media*
Social media and elections

Here's How Facebook Actually Won Trump the Presidency

"Facebook and Twitter were the reason we won this thing," he says. "Twitter for Mr. Trump. And Facebook for fundraising."

In the wake of Trump's stunning upset last week,
Twitter will ban all political advertising starting in November

Jack Dorsey wants out of the 2020 campaign

By Makona Kelly | @kellymakena | Oct 30, 2019, 4:06pm EDT

Support The Guardian
Available for everyone, funded by readers
Contribute → Subscribe →

Google and Facebook 'considering ban on micro-targeted political ads'

Reports say firms may act over concerns that practice risks damaging democratic norms

Alex Hern
@alexhern
Thu 7 Nov 2019 15:57 GMT
Online news and filter bubbles
Group assignment: Campaign

- **Task**: Campaign consultants for an NGO
- **Presentation**: Pitch the campaign plan of Save Food
- **Written assignment**: Campaign activities, lobbying, Zaanstad, gemeenteraad, party allegiance, messaging, target groups
Persuasive Communication

- Marketing and health communication
- Communication processes
- Consumer and health behavior, advertising and branding

To Persuade

Specialization Seminar:
- Marketing Communication
- Health Communication
Influencer marketing
Critical Reflection Assignment Marketing Communication

First semester course related to track Persuasive Communication

Goal of the assignment:
• to engage in an in-depth analysis and thorough reflection of research articles
• focus on a specific article and discuss shortcomings or weaknesses

Critical Reflection of Liu & Shrum (2009)
• Research: Elaboration Likelihood Model & interactivity effects
  • Weakness #1: Internet experience measured as “time spend online each week“
    • Problems: Different reasons to be online and self-report of Internet usage per week
  • Weakness #2: High-involvement condition
    • Problem: Participants doing the research for extra credit
Entertainment Communication

- Media psychology
- Media preferences and needs of people
- Effects that new media have
- The entertainment function of media

To Entertain/Develop
Specialization Seminars:
- Developing Media Entertainment
- Clashing Views on Media Effects
Teens are abandoning Facebook in dramatic numbers, study finds

Numbers using Facebook have dropped significantly since 2015, with YouTube, Instagram and Snapchat more popular

Why teens are leaving Facebook: It’s ‘meaningless’

By Nico Lang
February 21, 2015
Fitspiration
Developing Media Entertainment

Consultancy Project: Company Meets Students
- The Dungeon Amsterdam
- Boom Chicago

Using theories on user characteristics to advise company on utilizing user-centric design to improve digital media experience

Great way to apply all the research that we read on a weekly basis to real business cases
- Conduct research
- Lit review
- Data analytics
- Symposium presentation

Important knowledge and theory pertaining to
- Why people consume media?
- How they consume media?
- What are the technological factors affecting the current media consumers?
- Discussion on policies and current affairs that affects the media landscape
The Research Master’s (two-year programme)

Combines theoretical courses with a thorough training in conducting research. You can make your own programme from all specialization seminars and electives.

To organise information and to inform, persuade and entertain audiences.

- **Academic track**
- **Professional track**
Group Project Content Analysis

Comparative analysis of portrayal of mental health issues

- Team of 3 coded 300 news articles in 2017
- Findings: social responsibility highlighted, negative bias
  - Germany: education and therapy
  - US: medication and anxiety
  - China: mindfulness but stigmas
Erasmus Mundus: Journalism, Media & Globalisation

Explores the practice and performance of journalism and the media in the context of a new environment shaped by globalisation, modernisation, commercialisation and professional developments.
Practical information about the programme
Four specialization tracks

- Same diploma
- Different specialization seminars & thesis topics
# Planning Master’s in Communication Science

## First Semester

<table>
<thead>
<tr>
<th>Block 1 (8 weeks)</th>
<th>Block 2 (8 weeks)</th>
<th>Block 3 (4 weeks)</th>
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<tbody>
<tr>
<td>Specialization Seminar (12 EC)</td>
<td>Specialization Seminar (12 EC)</td>
<td>Research Methods Tailored to the Thesis (6 EC)</td>
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<tr>
<td>Thesis phase 1</td>
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## Second Semester

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<tbody>
<tr>
<td>Elective (6 EC)</td>
<td>Thesis phase 3 (18 EC)</td>
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<tr>
<td>Elective (6 EC)</td>
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<tr>
<td>Thesis phase 2</td>
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For a complete overview of the courses in the programmes, visit [coursecatalogue.uva.nl](http://coursecatalogue.uva.nl)
Elective course choices (2019-2020)

- Brand Communication
- Brands and Organisations in Social Media
- Corporate Social Responsibility (CSR)
- Communication
- Data Journalism
- Digital analytics
- Digital Media Lifestyles
- Emerging Tech in Communication Science
- Investigative Journalism
- Media Strategies
- Organisational Behaviour and Communication
- Organisations on the Web: the Interaction between Humans and Technology
- Persuasion and Resistance
- Persuasive Design in a Digital Era
- Political Marketing
- Psychology in Political Communication
- Public Relations, Media and Public
- Sustainability Marketing and Communication
- The Blind Spot: Tracking Media Users
English
language
Britain, Ireland, the US, Canada...
Prospects after graduation
Marketing Manager
Coca Cola Europ. Partners

Social Media Manager
Social Embassy

Marketeer
VvAA

Jr. Brand Manager
Tony's Chocolonely

Social Media
Influencer

PR & Communication
Glasnost

Senior Spokesman,
NOS Sport

Political Assistant to Member of the
Parliament (VVD)

Freelance Strategist
Nomads Agency

Marketing & Publicity, September
Film Dist.

In- & External Comm
ING

Assistant Professor,
University of Minnesota
Career Matters

- Theatre Workshop: Mastering difficult situations on the work floor
- Workshop: Social Media Marketing
- Workshop: Google analytics

- Meet the alumni
- Communication Science on the Spot
Why study Communication Science at the UvA?
Small groups and enthusiastic lecturers
International environment
Close cooperation with ASCoR
Consistently high ranked
Vibrant city Amsterdam
More info: gsc.uva.nl

Graduate School of Communication

A dynamic, multifaceted institution marked by high academic standards, an international atmosphere, and a vibrant academic community.
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Questions?

Information market

Contact information:

Email: graduateschoolofcommunication@uva.nl

Appointment study adviser: Education Desk, tel. +31 20 525 3003 (9.00 -17.00)
We hope to welcome you soon!