



MASTER
2015-2016

Communication Science: Political Communication

WWW.GSC.UVA.NL

Understanding the role of the media in politics means understanding how democracy works. The Political Communication track of the Master's in Communication Science provides a broad understanding of the role and significance of media and information for public opinion and politics, and pays special attention to current developments in journalism. Important topics include: the influence of social media, blogs and citizen journalism, increasing globalisation, agenda-setting, interactions between journalists and political actors, and the framing of socially relevant issues by stakeholders, politicians, spin doctors and the media.

FACTS & FIGURES

Degree MSc Communication Science
Mode Full-time
Credits 60 ECTS
Tuition fees* €1,906 (EEA), €12,000 (non-EEA)
Duration 12 months
Language English
Starts in September and February
Application deadline(s)
Dutch students: 8 May 2015
All others: 3 April 2015

THE GRADUATE SCHOOL OF COMMUNICATION THE NETHERLANDS' ONLY GRADUATE SCHOOL OF COMMUNICATION • A DYNAMIC, MULTIFACETED INSTITUTION • HIGH ACADEMIC STANDARDS • MASTER'S PROGRAMMES GROUNDED IN RESEARCH • INTERNATIONAL ATMOSPHERE • VIBRANT ACADEMIC COMMUNITY

Prof. Claes de Vreese
Programme director



'Communication is central to all aspects of public life and is critical for political parties, social movements and public administrators. Master's students in the Political Communication track are trained in the interaction between media and politics, the role and working of journalists and news organisations, and the effects of the media on public opinion. In a truly international environment, students cooperate actively with the faculty on projects involving many external partners. We look forward to seeing you in Amsterdam!'

Political Communication

In the Political Communication track of the Master's in Communication Science, students examine important questions, such as: How do the interactions between governmental actors, non-governmental actors, politicians, journalists and citizens take shape, and what features and effects do they have? How do social media influence political engagement? How is the use of media changing for citizens looking for information? Who tries to influence the news? How powerful are the media? What exactly are the effects on public opinion and political behaviour? And are the effects the same for different types of citizens in different countries?

Curriculum

The curriculum consists of two required core seminars in the first semester worth 12 ECTS each. The seminar **Journalism and the Media** focuses on the production of media content and its conditions. It addresses different models and conceptions of political journalism, the role of journalism in society, ethical considerations, issues of freedom of speech, and the question of what represents 'good' political journalism.

The second seminar focuses on the uses and effects of political communication on individual citizens and the formation of public opinion. The seminar **Citizens and Public Opinion** centres on different models and conceptions of democracy and the public, and investigates the role of the media in modern democracies. In addition to the two core seminars, the students take a course on research methods (6 ECTS) and two elective courses (6 ECTS each).

Master's thesis

Students are expected to actively engage in empirical research, especially during their master's thesis. With the guidance of an experienced supervisor, students develop and carry out their own original research project. Previous research topics include: how young people's attitudes are influenced by watching political satire; whether and why there are cross-national differences in the way media report on the economic crisis; how foreign correspondents see their journalistic roles or what impact the news media has on political attitudes or election outcomes.



Study Programme	
First Semester	Second Semester
Journalism and the Media (12 ECTS)	Elective courses (2 x 6 ECTS)
Citizens and Public Opinion (12 ECTS)	
Thesis Preparation Groups	Master's Thesis (18 ECTS)
Research Methods Tailored to the Thesis (6 EC)	

Graduate School of Communication

The Master's in Communication Science is offered by the Graduate School of Communication, the only graduate school of its kind in the Netherlands. There is close cooperation with other programmes offered by the Graduate School, such as the two-year Research Master's in Communication Science and the international Erasmus Mundus Master's in Media, Journalism and Globalisation, with which students share some courses, lecturers and activities. Students in the Political Communication track are part of a diverse, international group. Thanks to this international environment, the issues presented in the track - which are often linked to current societal developments and trends - can be discussed from a wide range of perspectives.

Research focus

The Political Communication track is a research-intensive programme. The lecturers are actively involved in ongoing empirical research projects on contemporary political communication issues and topics. They are also members of the Amsterdam School of Communication Research (AsCoR), the largest research institute of its kind in Europe and one of the largest worldwide.

For students, this means that there are often opportunities to get involved in one of AsCoR's research projects, for example as a research assistant, or to write a master's thesis based on such research.

Career prospects

This programme provides knowledge and skills that can be used in editorial, policy advisory and research positions in different sectors in society. Graduates work as spokespersons, information officers, PR managers and communications consultants for a wide range of organisations. These include local municipalities, government ministries, international bodies such as the EU or the UN, and private companies in the Netherlands or abroad. Some graduates choose to start their own communications consultancies or print/online publishing companies. Others become documentary film-makers and journalists, conduct market research for polling organisations or go on to do a PhD.

Lisa Englehart - Graduate,
Political Communication



'I chose the Political Communication track at the University of Amsterdam because the combination of communication and political studies attracted me. Also, I was keen to experience the European education system.

DYNAMIC AND INTERACTIVE TEACHING

My study year turned out to be a valuable experience. The Political

Communication track is a dynamic programme with a very personal environment. Class discussion and debate is encouraged. The programme size and the high number of group work assignments allow students to get to know one another and favour individual interaction with the professors. I found out that the programme predominantly has an empirical-analytical approach to study political communication and journalism.

The expansive breadth of topics covered has prepared me for a wide variety of employment opportunities. Furthermore, the opportunity to live in the diverse city of Amsterdam was a true highlight for me. Being part of an international student community taught me a great deal alongside my studies.'





CONTACT

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17.00 (local time)

Postal address

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Communication
PO Box 15796
1001 NG Amsterdam

Admissions

Academic level and background

The Master's in Communication Science admits students with an academic Bachelor's degree in Communication Science or a related field. All applicants are expected to have a solid basis in social science research methodology, in particular quantitative research methodology. If these subjects were not sufficiently covered during the Bachelor's degree, a preparatory programme of up to 30 ECTS could be assigned. For international applicants, the diploma must be equivalent to three years of Dutch university-level education (to be assessed by the University of Amsterdam). For more information about international degree qualifications, see www.nuffic.nl/en.

English language proficiency

Non-native speakers of English are required to submit evidence of English language proficiency.

What to submit

- Statement of motivation
- Curriculum vitae
- Photocopies of secondary/pre-university diploma, including transcripts
- Official certified copies of higher education diplomas and transcripts
- Description of courses completed in the field of Communication Science, including courses in social science research methods and statistics
- An empirical research paper, preferably based on quantitative research methods
- English language test report (for non-native speakers), sent directly from the testing institution
- Photocopy of passport (identity page)



CREDITS

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*Tuition fees listed here are for 2014-2015. For updates, see: uva.nl/tuition