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PICKING *the* RIGHT

**COMMUNICATION
SCIENCE**

ROUTE

Welcoming Message.

As a party made up of students, 020 understands the struggle in finding the correct and necessary information for future academic endeavours.

Therefore, 020 launched Project Major, where we, besides presentations, write down what we believe is important to know for students who will be majoring soon.

These booklets are composed by students who are currently enrolled at the University of Amsterdam in the course they are writing for.

The purpose of this booklet is to assist students studying the bachelor's of Communication Science, to help them have a better understanding of how their studies are organised, including the option to freely choose their organisation from the second semester of the second year of the bachelor's, and the option to extend their studies depending on your interests. It is also intended to assist students in exploring their various options for masters' after obtaining their

bachelor's degree in Communication Science.

By creating this project, 020 hopes to bridge the gap to help students make a decision that benefits them the most.

Overview of the Course	3	Persuasive Communication	8
Internships	3	Political Communication	9
Electives	4	Entertainment Communication	10
Minor and Exchange	5	Communication Science: Research Master's	11
Graduation Project	6	Concluding Remarks	12
Corporate Communication	7		

Overview of the Course.

How is Your Bachelor Organized?

The bachelor's in Communication Science has fixed courses for the first year and a half of the course. However, from year 2, semester 2, students are free to choose the order in which they do the remaining mandatory courses of

the bachelor's. These aforementioned courses are the internship, free-choice electives and the Graduation Project (or thesis), which can be done in any order preferred and are explained further below. The only limitation is that students cannot do the thesis unless they have first passed the courses Introduction of Communication Science (ICS),

Methods of Communication Research and Statistics (MCRS),
Statistical Modelling of Communication Research (SMCR) which are mandatory courses that students need to pass. However, after having successfully passed all three subjects, they can choose freely when to do their thesis. The different options for courses that are of free movement are explained below.

Additionally, there is the option to extend your Bachelors for longer than three years, depending on your interests and specific situation, which will also be explained below.

Internships.

Requirements

There are no prerequisites before starting your internship. However, you should take into account that most companies or agencies want someone who can work full-time. If you have a high study-load for the coming semester, it might be best for you to consider other options.

It is recommended to take the mandatory courses of Communication Ethics and Communication Consultancy (6 credits each) along with your internship. These modules do not take too much time and have a very small study load. However, these can be taken at any other time as well.

Procedure

Each student must search for an internship themselves as the University does not help you in this task. During the internship, you will also need to conduct research. This can be for the company you intern in or just for the University. Make sure to choose a research question that aligns with one of the Communication Science courses. Furthermore, you will have to

submit several documents throughout the internship, including a provisional internship proposal before commencing the internship, which has to be approved by your Internship Coordinator. Only after the approval, you can start your internship. All documents that come with the internship have to include the development of your chosen research to convey the internship. For more detailed information and for helpful tips on how to find your internship, make sure to read [the internship guide](#).

Free-Choice Electives.

As a Communication Science student, you have the option to choose between electives, a minor or an exchange programme to fill at least 30 ECTS of your bachelor's program. We will briefly outline the most important elements for you to know in each of the three options.

Electives

Requirements

If you choose to take on elective courses within the UvA, the procedure is simple. You can check the electives available in the [Course Catalogue](#) of the University. You will need to choose a total of 30 credits of electives. Usually, each course is six credits, thus you need to choose five courses. Of those, it is mandatory that at least three of them are “advanced” and a maximum of two of those are “first-year”.

Procedure

The procedure to select the electives of your choice is the following. First, make sure you are checking the available electives for the semester you are choosing to take them in. Not all electives are available every semester. On the Course Catalogue, you can check “open UvA courses”, which are usually free of entry and you can simply register for them on registration dates, but some do have entry requirements. There are also courses, which have specific entry requirements or are from other universities. For these courses, you need to personally ask via email the course coordinator's permission to join. If you, for some reason, do not meet the necessary criteria, contact the course coordinator of that elective to see if they can admit you regardless.

Minor

The different UvA faculties offer a variety of minor programs with approximately 60 options. A minor is composed of preselected courses within a domain (e.g. entrepreneurship).

They are worth between 15 to 60 ECTS and it is important, therefore, to verify how many credits you need before selecting a minor.

Even though there are many options available, it doesn't mean you are eligible for all. When looking for minors, go to the Course Catalogue and make sure to check all entry requirements and application procedures. Since the minors are from different faculties, there may be different registration deadlines and you may need to, for example, write a motivation letter in order to be accepted.

Exchange

As with every bachelor's study at the UvA, Communication Science offers the opportunity to study abroad. There are two types of exchanges: in Europe through the Erasmus exchange programme or worldwide through the global exchange programme. For more information on the various deadlines and procedures, check out the dedicated page.

Graduation Project

An essential part of the Communication Science Bachelor's is the Graduation Project. The only requirement needed is to have passed the ICS, MCRS and SMCR courses. Together with the Graduation Project, you have to do two topics which you can choose freely. There are certain topics available each semester, depending on when you have chosen to do the topics. The topics do not necessarily have to be done at the same time as the thesis, so if there is a topic you are very interested in taking that does not coincide with the semester in which you do the Graduation Project, you can choose to do the topics before or after you complete the Graduation Project. Here's a list of all the possible topics to choose from:



Procedure

The Graduation Project can be taken on four different subjects related to the course: Corporate Communication, Entertainment Communication, Persuasive Communication, and Political Communication. The Graduation Project includes three different parts. The first one is a literature review from which the student will obtain their research focus for their Graduation Project. The second part is empirical research where the research question and conceptual model is specified. Consequently, you will also develop your experimental design from which you will gather information to make analyses and reach a conclusion. This will help you find the answer to your research question and complete your report. Lastly, the third and the last part consists of writing a blog post where you present your findings and results to a broader audience. In addition, throughout the completion of the Graduation Project, students will have to

regularly submit interim assignments to help resolve any questions and stay on track with scheduling.

Extension Option

If you have not passed MCRS, SMCR and ICS (compulsory courses before the thesis is done) before the first semester of your third year of the bachelor's, you will have to extend your year to retake those subjects before you can do the bachelor's thesis.

- If you are doing Honours and an exchange, it can be a lot of work if you try to do everything in 3 years
- If you choose to do fewer subjects per semester, you will take longer to complete all courses.

Master's Degrees and Specialisations.

The UvA offers five different specialisations within the field of Communication Science as master's programmes. With a bachelor's in Communication Science from the UvA, you have direct admission to the master's programmes in Communication Science (except for the Research Master's). Here are the available specialisations:

Corporate Communication

The Corporate Communication master's programme gives a broad understanding of the communication of commercial and non-profit organisations with their environment and society.

The Course

An important question within Corporate Communication is how are communication strategies being developed, approved, implemented and what are the effects of those strategies on publics? On the one hand, the track focuses on external communication, teaching you how to build and maintain a corporate image, reputation and identity. A vital aspect to note is the public responsibility of organisations, especially concerning public opinion and the public debate in the traditional and social media. The relationship with the press, public, media, and stakeholders is discussed elaborately and crisis communication is touched upon in

compliance with these relationships.

On the other hand, the track focuses on communication within corporations, such as organisational culture, communication and the new way of working, social media and employees and how this all is

implemented during change processes. By the end of the master's, you will be able to research topics within Corporate Communication and think critically about them. Communication and media are rapidly changing fields. Therefore this track stays up to date with the latest research and developments.

After Graduation

The knowledge and skills acquired form a solid basis for countless positions including positions in:

- Communication research (academic researcher, media researcher, market and opinion researcher)
- Communication advice (publishing, public information expert, advertising or PR consultant, communication consultant)
 - Management (publisher, programme director, research agency).

Persuasive Communication

The Persuasive Communication master's programme addresses communication processes that are intended to achieve specific persuasive goals in marketing and health communication.

The Course

In this master's, you will study a variety of marketing and health communication theories, and learn how to apply these theories to challenging problems of consumer and health-related behaviour. By using the latest scientific insights, you will learn how and under which conditions communication can be used as a strategic tool to inform and influence people. Particular attention is paid to communication through new media

and technologies, including interactive and social media. You will further closely collaborate with professionals in the field to assure an excellent preparation for your professional life. It is a fascinating and creative track with highly qualified and enthusiastic lecturers who provide students with the skills they need for a successful career in the

communication departments of advertising, marketing or health organisations.

After Graduation

The knowledge and skills acquired form a solid basis for countless positions including positions in:

- Communication advice and management (think of campaign developer in advertising or health, marketing communication strategist, public information expert, communication consultant, policy worker in broadcasting or health care, brand manager, media expert, webcare and social media agent, communication consultant, fundraising manager. Communication research (e.g., market researcher, media researcher, academic researcher).

Political Communication

The Political Communication master's programme addresses issues at the core of our democracies.

It provides an understanding of the role and significance of media, journalism and information in shaping public opinion.

The Course

In this master's, you will study how interactions between (non-) governmental actors, politicians, journalists, and citizens take shape, and what features and effects they have. By using the latest scientific insights, you will learn how (social) media influences political engagement and how citizens' use of media is changing. You will discuss who tries to influence the news, how powerful the media are, and how this differs in different countries. Many issues are discussed in this track, always in line with recent trends and events, and preferably using an open, international and

comparative perspective. Such topics include the emergence of weblogs and citizen journalism, increasing globalisation, agenda-setting and the framing of socially relevant issues by media, politicians, spin doctors, and other stakeholders.

After Graduation

The knowledge and skills acquired form a solid basis for countless positions, such as:

- Spokespersons
- Information officers
- PR managers
- Communication consultants for numerous organisations ranging from local municipalities to the European Union and from non-governmental organisations to ministries.

Entertainment Communication

The Entertainment Communication master's programme focuses on the development, experience, and impact of entertainment media for different audiences across a range of media forms.

The Course

Many organisations in society, including commercial companies, broadcasters, governments and educational institutions, have a genuine need for knowledge about entertainment media. With the growth of new media, users now engage with entertainment

media wherever and whenever. That is why advertisers, the creative industry, and broadcasters feel increasingly compelled to tailor their products and want up-to-date scientific knowledge about media preferences. The Entertainment Communication track, with its roots in media psychology, trains you to meet this growing need for knowledge and advice. This track focuses on the experience, role, and impact of entertainment media on a range of different groups and individuals. Young people are among the earliest adopters of new technologies which is why special attention is paid to this critical

audience throughout the Entertainment Communication coursework.

After Graduation

The knowledge and skills acquired form a solid basis for countless positions including positions in:

- Advertising agencies
- Broadcasting companies
- The creative industry
- Social institutions
- Academia

Communication Science: Research Master's

Would you like to resolve communication challenges in practice rather than just study them? The Research Master's

(professional track) in Communication Science is a two-year MSc degree programme for students who would like to be at the forefront of the newest developments in understanding the role of communication and media in an applied context.

The Course

The increasing pervasiveness of media and communication in our lives forms many fascinating challenges. Older notions of media and communication need to be reassessed, the new media environment needs to be charted, and the consequences of the rapid changes in new media and digital

technologies need to be understood. This forms the core of the Research Master's programme in Communication Science. As a Research Master's student, you will actively participate in one of the

ongoing research projects at the Amsterdam School of Communication Research (ASCoR). During this hands-on research training, you will learn from and work closely with leading international scholars. You may also choose to replace part of your coursework with an optional research internship in an academic or professional research institution.

After Graduation

The knowledge and skills acquired during the course provide an effective grounding for positions in:

- Communication research (academic researcher, media researcher, market and opinion researcher)
- Communication advice (publishing, public information expert, advertising or PR consultant, communication consultant)
- Management (publisher, programme director, research agency)

A Concluding Remark.

020 hopes that this booklet has fulfilled its intended purpose in simplifying the decision-making between all of the Communication Science specialisations.

As both a political party and student-run organisation, we truly believe in a more pragmatic and in-depth approach to picking the right specialisation.

As a party, we hope that we are one day able to push this initiative through the University councils, shifting the responsibilities for this booklet to the University itself.

However, as fellow students, we will fill this gap until that moment. Because a crucial decision like the one you are about to make, should be made with the utmost care.

020 is constantly looking for new members to strengthen its fight to day after day better the lives of our fellow students. Therefore, if you are interested in becoming a candidate, or if you want to join one of our other teams, make sure to send us a message.

If you have any feedback or comments on this particular booklet, please reach out to us on our [Instagram!](#) To get to know us better, check out our [website](#).

Right now we need unity, progressive ideals that aren't afraid to look at history, and pragmatic policies rooted in science that get the job done, while leaving no one behind.

Sincerely,

Your 020 Team.

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