Welcome to Entertainment Communication!

Presented by: Sindy Sumter & Jessica Piotrowski
Today’s Plan

- Introductions
- Why a Master in Entertainment Communication?
- Our Goal
- Your Study Schedule
- Professional Prospects
- Questions
Introductions

- Name

- Where are you from?

- What do you *really* want to learn about while studying in the EntComm track?
Why a Master in Entertainment Communication?

- Meet the demands of students and the industry
- Entertainment media = multi-billion dollar industry!
- Commercial companies, broadcasters, governments, and more ... all want a piece of the entertainment pie!
Our Goal

Make YOU the expert …
on how to tailor entertainment media
to the needs of specific audiences

How? By teaching you …

■ how to use scientific literature for practical insights
■ how to separate fact from fiction
■ how to identify AND conduct high quality research
■ the current state of the entertainment media field
What to Expect this Year

- Small-scale, personal approach
- Internationally renowned experts as teachers
- Balance between theoretical foundations and practical applications
- Excellent links with both academia and corporate world
# Your Master’s programme

## Semester 1

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<tr>
<th>Block 1 (8 weeks)</th>
<th>Block 2 (8 weeks)</th>
<th>Block 3 (4 weeks)</th>
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<tr>
<td>Thesis preparation phase 1</td>
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## Semester 2

<table>
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<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>Elective course (6 EC)</td>
<td>Elective course (6 EC)</td>
<td>Thesis (18ECTS)</td>
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<td>Thesis preparation phase 2</td>
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Specialization Seminar
Clashing Views on Media Effects
Sindy Sumter
Jeroen Lemmens

first meeting on Wednesday
Specialization Seminar
Developing Media Entertainment
Jessica Taylor Piotrowski
Sindy Sumter
first meeting on Thursday
Thesis Preparation

Entertainment Communication Thesis Preparation

Marlies Klijn

first meeting

27 February (check rooster)
Research Methods Tailored to Thesis

Block 3: 4 intense weeks in June
How do I choose an elective?

• The course registration will take place at the end of semester

• Extensive information about the electives is offered in the course catalogue

• There will be an elective information event where lecturers provide all details on the content of their courses.

• Please note: registering for the electives is on a first come, first serve basis.
Elective course choices*

- Brand Communication
- Brands and Organisations in Social Media
- Corporate Social Responsibility (CSR) Communication
- Digital Analytics
- How Journalism saves the World
- Media4Health
- Organisations on the Web
- Organisational Behaviour and Communication
- Persuasion and Resistance
- Political Marketing
- Psychology in Political Communication
- Public Relations, Media and Public
- The Blind Spot: Tracking Media Users

* Elective offerings are subject to change each year. For students who first need to complete the pre-Master’s programme, the electives will be published in the course catalogue.
Professional Prospects

- Junior researchers
- Communication advisors
- Campaign managers
- Content managers
- Media strategist
- Media buyers
- Research executives
- Freelance journalists
Questions?

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Sindy Sumter (s.r.sumter@uva.nl)

AND NOW . . .
REC Tours!

Did you sign up for a REC Tour after this track meeting? Your tour will depart at the **Kiosk** in the entrance hall (ground floor, REC C building).

Look out for the sign displayed here
Your guide will be carrying it!

**The tour departs at 15.05**