Welcome to 56 new pre-Master’s students

Nhu Ngan Trang
Study adviser
Let me introduce myself

MSc in Social Psychology

Study Adviser

True Foodie
Today’s programme

- Practical information
- The courses
  - Milestones in Communication Science (12 ECTS)
  - Introduction to Research Methodology (12 ECTS)
  - Research Practice Seminar (6 ECTS)
  - Mastering your Master’s
- Experience from a student
- Ombudsstudent
- MAA Marketing
- Q&A

And finally…..

Student ‘borrel’ @ Café de Roeter (Roetersstraat 192)
Practical information
Your academic path

**Semester pre-Master’s programme:**
5 February 2018 – 29 June 2018

**Semester 1 (Research) Master’s programme:**
3 September 2018 – 1 February 2019

**Semester 2 (Research) Master’s programme:**
4 February 2019 – 28 June 2019

Check [http://student.uva.nl/mcs/az](http://student.uva.nl/mcs/az) for the academic calendar
Your pre-Master’s programme

| Semester 1 of academic year 2017-2018 (Monday 5 February 2018 - Friday 29 June 2018) |
|-----------------------------------------------|-----------------------------------------------|-----------------------------------------------|
| Block 1 (8 weeks)                              | Block 2 (8 weeks)                              | Block 3 (4 weeks)                              |
| Milestones in Communication Science (12 ECTS)  |                                               | Research Practice Seminar (6 ECTS)             |
| Introduction to Research Methodology (12 ECTS) |                                               |                                               |
| Mastering your Master’s (0 ECTS)               |                                               |                                               |

*Mastering your Master’s is mandatory for all students with a non-Dutch Bachelor’s degree. Optional for other pre-Master’s students -> send an email to graduateschoolofcommunication@uva.nl*
The Master's programme Communication Science seeks students with a Bachelor's or equivalent degree in Communication Science. Ideally, applicants will also have sufficient knowledge of research methodology. Students with good undergraduate qualifications in related disciplines, who lack sufficient knowledge of Communication Science and/or Research Methodology may still be admitted, provided they complete pre-Master's courses. Depending on the existing knowledge, students can be assigned either intensive preparatory crash courses in winter or summer prior to the master's programme, or a pre-Master's programme. A pre-Master's programme consists of max. 90 ECTS and can only be assigned. One cannot specifically apply for it.

**Two week intensive courses (crash courses):**
- Online Introduction to Milestones in Communication Science
- Intensive Experimental Analytics
- Intensive Survey Analytics

**Pre-Master's courses**
Your academic path

IMPORTANT: Complete your pre-Master’s programme!

Not passing means:

- One semester delay
- Extra costs (€75 per credit)

Note: You are only allowed to follow the pre-Master’s courses twice
Facebook group

UvA GSC pre-Master’s Programme
February 2018

https://www.facebook.com/groups/1006385696183741/
Courses
Milestones in communication science

dr. Rutger de Graaf
About the lecturer

- Dr. Rutger de Graaf
  - Email: R.H.deGraaf@uva.nl
  - PhD in Communication
  - Master in Political Communication and Ancient History
  - Various Journalism and PR certificates
  - 12 years professional experience in PR
  - Boardmember of the Amsterdam Association of Communication Professionals: www.welcomamsterdam.nl

- Specialisation in:
  - Application of scientific theories and models in a professional environment
- Milestones are
  - Media Revolutions
  - Dominant
    - theories,
    - models and
    - concepts
  - Important discoveries, scholars and trends
Familiarity with the sender

- Professor Dr. Denis McQuail
  - Professor Emeritus of the University of Amsterdam
  - Mass communication Theory has a long history
  - Sixth edition is the final edition
  - Still regarded as the most comprehensive manuscript on mass communication theory, despite some drawbacks
What are you going to learn?

Upon completion of this course, students should:

- Have knowledge of the history and development of communication science
- Have knowledge of communication science’s dominant theoretical approaches
- Have knowledge and understanding of the most important models and concepts in our field
- Be able to discuss practical examples of mass communication through use of scientific theories, models and concepts
Introduction to Research Methodology

- Marcel van Egmond
  Lecturer and coordinator

- Matthijs Elenbaas
  Tutorial lecturer and coordinator

M.elenbaas@uva.nl
Introduction to Research Methodology

- Fam te Poel
- lectures

f.tepoel@uva.nl
Introduction to Research Methodology

- IRM
- You will gain knowledge of and experience in:
  - different methods of social scientific research
  - reading, collecting and analyzing data
  - the use of the prime statistical tool in the social sciences, SPSS
  - the basics of statistical analysis
- You will write a research proposal and analyse data as part of a research project
- The course concludes with a written exam

- 1 or 2 lectures per week
- 1 tutorial per week
- First 8 weeks: methods
  Ater that: statistics
Course readings


Field, Discovering Statistics using SPSS (2009, 4th)
85% of young people feel that the recent sexual harassment accusations have “started an important conversation.”
\[
\chi^2 = \sum \frac{(f_o - f_e)^2}{f_e}
\]
Research Practice Seminar

- Coordinator: Susanne Baumgartner
  - Assistant professor in the Youth and Media Entertainment program group
  - Researching the effects of media multitasking on adolescents
  - Teaching in the entertainment communication master track and the pre-master program (IRM tutorials, RPS)
Research Practice Seminar

- Final course of the Pre-Master!
- Takes place in the third block
- **START: June 4th, 2018**
- 4-week intensive course (full time), three meetings per week + additional work in small groups
- Conduct a complete research project
  - Come up with a research question
  - Develop research design
  - Collect data
  - Analyze data
  - Write an academic research report
Research Practice Seminar

- No common lectures but each student is part of a tutorial group
- 3 tutorial groups with different research topics
- You will receive more information about the groups and research topics (in May)
- You can provide a preference for a research topic
- More information will follow by email

For questions: S.E.Baumgartner@uva.nl
‘I don’t understand why I only received an 8.0 for my paper, because the lecturer said it was very good’.

‘I think our lecturer doesn’t understand the articles himself, because he always makes us discuss the articles’.

‘I was told that I didn’t reference in the correct way, but I named the authors, so I don’t understand the problem’.

‘I had no idea what was expected of me when I had to write my paper’.
Mastering your Master’s

Mandatory for students with a non-Dutch Bachelor’s degree, optional for other pre-Master’s students (send an email to the Graduate School if you want to join)

- Designed to prepare students for their Master’s by focusing on the particularities of the educational system at the Graduate School of Communication.
- 4 meetings during the pre-Master’s on:
  - Practicalities
  - Intercultural communication and the Dutch educational system
  - APA and plagiarism
  - Assessment tricks
  - Evaluations
  - Orientation towards the future
- Taught by study advisers and other experts
- See Blackboard for more information
Course outline (check time table)

- **Session 1. Practical information and intercultural communication**
  - 7 February 2018 -> *drinks afterwards in C10.20*

- **Session 2. Plagiarism**
  - 21 February 2018

- **Session 3. Library Workshop**
  - 21 February 2018

- **Session 4. Assessments and ???**
  - 21 March 2018

- **Session 5. Looking back and moving forward**
  - 25 April 2018
Don’t forget….

Bring something delish with you for the first meeting to share!!!
Lukas Wegenast
BA Cultural Science
Corporate Communication
A dry brush is not a tool, but decoration.
Challenging

Rewarding
Keep your focus. Stay on top.
Work together.
Ask questions. Ask for help.
Don’t doubt your abilities.
Know the ‘why’.
Enjoy the view.
Questions?

Let's connect on LinkedIn
OMBUDSSTUDENT

- Alberta Christodoulaki
- 25 years old
- Persuasive Communication

- BSc Communication and Media, Athens, Greece
- University of Amsterdam
  - Pre-masters
My Pre-masters experience
WHAT CAN I DO FOR YOU?
WHAT CAN I DO FOR YOU?

With students…
- Focus Groups
- Course Evaluations
- Student Representatives

With the Graduate School of Communication…
- Programme Committee
- Board of Studies
- Study Advisors
WHAT CAN I DO FOR YOU?

Do you have…
- Questions?
- Complaints?
- Suggestions?
- Ideas?

Contact me personally or send an e-mail to: ombudsstudent-cw@uva.nl
Become member & Get ready for your career!

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Become member &

Get ready for your
JOIN A COMMITTEE!

- Gain practical experience
- Improve professional skills
- Expand your network

WE’RE HIRING

MAA BOARD 2018-2019
- Board
- International Research
- Media & Branding Committee

Become member & Enjoy all our activities!

WWW.MA-AMSTERDAM.NL/COMMITTEES
Any questions?
Tour of the building

Follow Lukas
Follow us on

cwuva

@uvacomscience

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