Entertainment Communication

Introduction Session
Today’s Plan

- Staff Introductions
- Program Goals
- Your Study Schedule
- Our Expectations of You

- Questions
Student Introductions

Monday:
Zoom-sessions
Our Goal for Entertainment Communication

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

- Internationally renowned experts as teachers
- Balance between theoretical foundations and practical applications
- Excellent links with both academia and corporate world
- Sensitivity to the unique times brought forth by the pandemic
# Program Overview

## Semester 1: September – January 2022

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## Semester 2: February 2022 – June 2022

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Specialization Seminar

Clashing Views on Media Effects (M, W)

Sindy Sumter and Ine Beyens

View CANVAS page for info about first meeting
First meeting on the 6th of Sept 2021 is ONLINE
Specialization Seminar

Developing Media Entertainment (Tue, Thu)
Annemarie van Oosten, Chei Billedo, & Jeroen Lemmens
(guest lectures by Jessica Taylor Piotrowski)

view CANVAS page for info about first meeting on Tuesday (under “Modules”)

Design thinking
First meeting - 28th of September 2021

+ check rooster.uva.nl
Research Methods Tailored to Thesis

Block 3: four intense weeks in January 2022
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 where lecturers provide all details on the content of their courses. Electives are NOT track specific.

• *Note.* Registering for the electives is on a **first come, first serve** basis.
Our Expectations of You

- **Attendance**
  - Regular attendance is **obligatory**.
  - Max = 3 missed sessions

- **Lateness**
  - Counts towards absence

- **Assignments**
  - All information on CANVAS
  - 1 resit permitted
  - Late assignments not accepted
  - No extensions without consultation of study advisors

- **Plagiarism**
  - Always reported to the Examination Committee
Our Expectations of You

- **Communication with Lecturers**
  - Use CANVAS (preferred); always use UvA email
  - “Urgent” in subject line when appropriate
  - Name of Course + Your Full Name

- **Struggling?**
  - Course Instructors or Study Advisors
Our Expectations of You

- Complete all readings before class
- Ask questions in advance
- Plan your calendar now!
  - Deadlines … especially after break
- Be active in the pursuit of your education and make use of what Amsterdam and the NL have to offer both offline and online
- It’s never too early to think about your thesis …