Welcome!

Boy Hennevelt, Rutger de Graaf, Marcel van Egmond, Susanne Baumgartner
Session’s programme

The courses
• Milestones in Communication Science (12 ECTS) – Rutger de Graaf
• Introduction to Research Methodology (12 ECTS) – Marcel van Egmond
• Research Practice Seminar (6 ECTS) – Susanne Baumgartner
• Mastering your Master’s

Practical information

Q&A

* Questions During presentation? Chat function Zoom
Online vs. on-campus

- pre-Master’s online

- Master’s semester will depend on COVID-19 and personal preference
Courses
Milestones in communication science

dr. Rutger de Graaf
Mass communication theory

Mass communication
• When did we start thinking about it?

An ancient concept
• Greek ‘Rhetorica’
• Focused on persuasion
• Romans perfected it
• Earliest (written) models of communication science
- Milestones are
  - Media Revolutions
  - Dominant
    - theories,
    - models and
    - concepts
  - Important discoveries,
    scholars and trends
The Book

Denis McQuail & Mark Deuze

Media & Mass Communication Theory (7th edition)
What are you going to do?

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

Examination

• 3 essays assignments, in which you show the above
Introduction to Research Methodology

- Marcel van Egmond
- Lectures & course coordination

- Matthijs Elenbaas & Ognjan Denkovski
- Tutorials
Introduction to Research Methodology

- Common methods of social scientific research in Communication Science
- Designing research, collecting and analyzing data
- Software: SPSS
- Basics *(and a bit more)* of statistical analysis

Write a research proposal

Take a written Theory Exam and Practical Exam (using SPSS)

2 lectures per week

1 tutorial per week

Start next week: Tuesday 1 September at 1 pm (Amsterdam time)
Course readings


Trump – was it a surprise?

The Washington Post’s Coverage of Each Candidate

Number of homepage mentions on washingtonpost.com over a 7-day period*  
*During the period of March 14 - March 23
Believe in something. Even if it means sacrificing everything.

Just do it.
\[ \chi^2 = \sum \frac{(f_o - f_e)^2}{f_e} \]
How to present online information to older cancer patients

Nadine Bot

The effects of persuasive messages on cancer patients’ attitudes, norms and intention to express concerns

Kim Brandes 1, Annemiek J. Lamm 1, R. R. Julia C. M. van Waar 1, Mathilde G. E. Verdam 2,4, Edith G. Smink 9

https://doi.org/10.1016/j.palce.2018.10.031

Highlights
- We test the effects of persuasive messages on determinants of concern expression.

A Mixed Method Study Investigating the Impact of Talking about Patients’ Internet Use on Patient-Reported Outcomes

Elena Santoro 1,2,3,4,5,6,7 and Elizabeth J. Lim

Abstract
This study aims to propose and test a model that provides a more comprehensive understanding of the impact of discussing online health information on patient outcomes.
Research Practice Seminar
Research Practice Seminar

Survey

1. Please fill in your feedback to indicate how much you value this tool of service.
   - Location
   - Comfort
   - Facilities
   - Staff
   - Value for money

What can we do to improve service?

Graphs and charts showing data analysis.

Woman sitting at a desk, looking stressed.
Research Practice Seminar

Final course of the Pre-Master!
Takes place in the third block (i.e., in January 2021)
4-week intensive course
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

Several tutorial groups with different research topics

You will receive more information about the groups and research topics per mail (in November/December)
Research Practice Seminar

For questions

Coordinator: Susanne Baumgartner
s.e.baumgartner@uva.nl
Questions?

- Milestones in Communication Science
- Introduction to Research Methodology
- Research Practice Seminar
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.
Mastering your Master’s

Usually 5 meetings during the pre-Master’s on:

• Practicalities
• Intercultural communication and the Dutch educational system
• APA and plagiarism
• Assessment tricks
• Evaluations
• Orientation towards the Master’s

Taught by Lena Kublenz-Gabriel

She will inform you about the outline of the course during your first meeting.
Course outline

Session 1. Practical information and intercultural communication
➢ Wednesday 2 September

Session 2. Plagiarism

Session 3. Library Workshop

Session 4. Assessment and Examination (to be determined)

Session 5. Looking back and moving forward (to be determined)
Your academic path

**Semester pre-Master’s programme:**
September 2020 – 1 February 2021

**Year 1 (Research) Master’s programme:**
February 2021 – January 2022

**Year 2 Research Master’s programme:**
February 2022 – January 2023

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

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<td>Block 3 (4 weeks)</td>
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<td>Research Practice Seminar (6 ECTS)</td>
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A scary message…

**Important:** Complete your pre-Master’s programme!

*Not passing means:*

- Not starting your Master’s
- One semester delay or end of programme
- Consult Study Advisors

**Note:** Failing your pre-Master’s under a 6-month pre-Master’s student visa can result into termination of the programme
Questions?

Next: 15:00-16:00 General information: https://uva-live.zoom.us/j/94049716165

16:00-17:00 Online “Borrel” read: drinks
This part is not mandatory, but it’s a way to get to know your fellow students as well as the ombudsstudent. (You’ll learn in the general Information meeting what this means)