Bachelor's

Media and Culture

uva.nl/ba-media-and-culture
The Bachelor’s programme in Media and Culture gives the rapidly changing global media landscape centre stage and trains students to position themselves more critically within it, preparing them for careers in the media, at cultural institutions, and in academia.

**Media Cultures**

Many aspects of our daily lives are now fundamentally structured and informed by media, such as television, film, and new media – from the arts, politics, economics, to our collective memories. This has changed significantly in recent years because of our constant engagement with media through the use of smartphones, apps, and social media platforms, including YouTube, Instagram and Netflix. We are constantly consuming and engaging with feature films, television programmes, documentaries, and many other types of audiovisual “texts”.

The need to understand and analyse audiovisual discourse is therefore more urgent than ever. As a Media and Culture student you will explore how and why particular media have certain roles in different cultural contexts. The programme invites you to develop a more critical engagement with media. Studying how certain stories or facts are presented and disseminated by media, whose interests they serve, and what worlds they create, is central to this programme. You will also learn how media objects are created, positioned and used in the world, as well as begin to create and use them yourself.
Five reasons to study Media and Culture at the University of Amsterdam

• A world-class education: The UvA ranked 1st in the world for Media Studies in the QS World University Rankings 2018.

• Broad and flexible programme: You would like to take part in a programme that offers the most recent, cutting-edge developments in the field, yet also allows you to pursue your own areas of specialisation and academic interests. You can opt to switch to the Media and Information programme after the first year.

• Cultural capital with a high-quality life: The programme offers many connections to the city of Amsterdam, which is a hub for cinemas, television studios, new media, museums, festivals and cultural institutions.

• An international study environment: You will discuss the global media landscape with leading experts from all over the world, as well as an international student community, both independently and in groups.

• Close ties with (new) media institutions: The Media and Culture programme cooperates with leading media institutions in the Netherlands, such as the EYE Film Museum, the International Documentary Festival Amsterdam (IDFA), the Netherlands Institute for Sound and Vision, the Stedelijk Museum, and television broadcasters and production companies.
Study programme

The first year
In the first year of the programme, you will learn how we constantly interact with and through media in our everyday lives. The courses cover a broad range of topics, introducing you to the basic concepts of Media Studies and the most important features of contemporary media. From the start, you will have the opportunity to choose the topics that most interest you, and to explore and analyse contemporary issues in media studies in small, research-oriented seminars. After the first year, you have the option of switching to the Media and Information programme.

The second year
In the second year of the Media and Culture track, you decide whether you would like to focus on the in-depth study of film, television or cross-media culture. You can also opt for a combination and take on a broader approach to contemporary media culture, by selecting courses from the different tracks.

The third year
In the third year of the programme, you will work on your specialisation and tailor the programme to your own interests. You will have the opportunity to pursue your research interests or to complement your degree with a semester of studying abroad or doing an internship. You can choose to specialise in a second major, or opt for a minor in a related field or an altogether different discipline. Alternatively, you can take electives in a wide range of subjects at the University of Amsterdam, other universities in the Netherlands or abroad. In the final year, you will also write the final Bachelor’s thesis.

Dr Sudeep Dasgupta

“How can we understand the fast-changing media landscape? What are the implications for rethinking our definitions of culture? The Bachelor's programme in Media and Culture provides students intellectually-stimulating and critical perspectives for analysing the symbiotic relationship between media and culture in its institutional, technological and social dimensions.'

- Dr Sudeep Dasgupta, Associate Professor, Department of Media and Culture
Master’s programmes
After your Bachelor’s, you may apply to one of the UvA’s MA programmes, including:
• Archival and Information Studies
• Film Studies
• New Media and Digital Culture
• Television and Cross-Media Culture
• Preservation and Presentation of the Moving Image
Dual Master's (selective)
• Media Studies Research Master's (selective)
• Cultural Analysis Research Master's (selective)

Career Prospects
As a Media and Culture graduate, you will have developed unique academic abilities in a broad range of fields where the capacity to understand and operate in new media is essential. Graduates typically go on to work, for example, in journalism, advertising, or media, and acquire positions as project managers and developers in museums, libraries and the creative industry.

Lisa Maier, Student
'I chose the Bachelor’s in Media and Culture because I couldn’t decide between a creative and an academic education. The Media and Culture programme teaches you to look at creative objects from an academic perspective. The programme offers you analytical tools and investigates to what extent media objects can bring about social and cultural change. The teachers, each with their own area of expertise, are very much involved with their students and come from all over the world. I also greatly enjoyed being part of the Media Studies student community; I made many friends during my studies. Amsterdam really is the perfect place to study Media and Culture. It is a vibrant city and a great place to build a network. After completing the course, I realised just how useful this was.'
Study association Off-screen
Off-screen is the study association for all Media Studies students at the University of Amsterdam. For more information, visit: offscreen.nl

Visit us
Make sure you are well prepared before the start of your studies at the University of Amsterdam. Visit an Open Day, schedule a Campus Visit, and make sure you are well-informed about the programme.
Please see: uva.nl/international