




UNIVERSITY OF AMSTERDAM

A blurred background image showing a laptop keyboard and a smartphone. The smartphone screen is in the foreground, displaying a grid of colorful app icons such as Phone, Messages, Photos, Videos, Music, App Store, Settings, Mail, Browser, and Photos. The laptop keyboard is visible in the background, slightly out of focus.

Communication and Information Studies
Argumentation, Rhetoric and
Communication

uva.nl/ma-arc

Dr Francisca Snoeck Henkemans



'The interdisciplinary Research Master's in Argumentation, Rhetoric and Communication offers a contextual approach to communication, argumentation and rhetoric that is a good starting-point for a career both in and outside academia.'

This Master's programme offers a profound insight into the theoretical approaches and methods available for the analysis and evaluation of communicative practices in different domains. These can be: health, law, politics, organisations, and science. It also provides a thorough training in analytical and critical skills that are crucial for academic and professional research.

The Master's in Argumentation, Rhetoric and Communication aims to prepare you for an academic or professional career in which research of the communicative and argumentative characteristics of different types of discourse genres plays a key role. You learn to reflect on the most important present-day approaches and methods for the analysis and evaluation of the linguistic, strategic and argumentative characteristics of discourse in context.

Career prospects

This programme provides a good starting-point for a career in professions in which the critical analysis, sound evaluation and sophisticated production of argumentative discourse play an important part. Examples are: (science) journalist, researcher for (non)governmental organisations, communication specialist, and policy maker in the fields of health, politics, law and science. First and foremost, the programme provides a solid foundation for PhD research in argumentation, rhetoric, discourse analysis, philosophy of language and cultural analysis.



Spotlight on a course

Theories of Discourse and Argumentation

In this course, an overview is provided of the most prominent approaches to discourse and argumentation. The course offers a brief historical overview of the main developments in the field of discourse analysis and argumentation theory, as well as an introduction to the main theories and approaches. Theories that will be discussed are pragmatics, relevance theory, cognitive metaphor theory, the precursors of modern argumentation theory, Toulmin and Perelman, as well as present-day approaches to argumentation.

Entry requirements

The Research Master's in Argumentation, Rhetoric and Communication is open to all students with a university Bachelor's diploma in:

- Language and Communication
- Philosophy
- Rhetoric
- Speech communication
- General Linguistics
- Dutch Language and Culture
- English Language and Literature
- Liberal Arts

Prospective students with Bachelor's degrees (university) other than those mentioned above can nonetheless apply for admission to the programme. The selection committee will in such cases take a look at the content of the prospective student's Bachelor programme, his/her study results and general motivation. For more information, please check:

uva.nl/ma-arc > **Application and admission**

Key data

Degree

Research Master's in Communication and Information Studies

Duration

2 years / 120 ECTS

Mode

Full-time

Start

1 September

Language of instruction

English

CROHO

60834

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