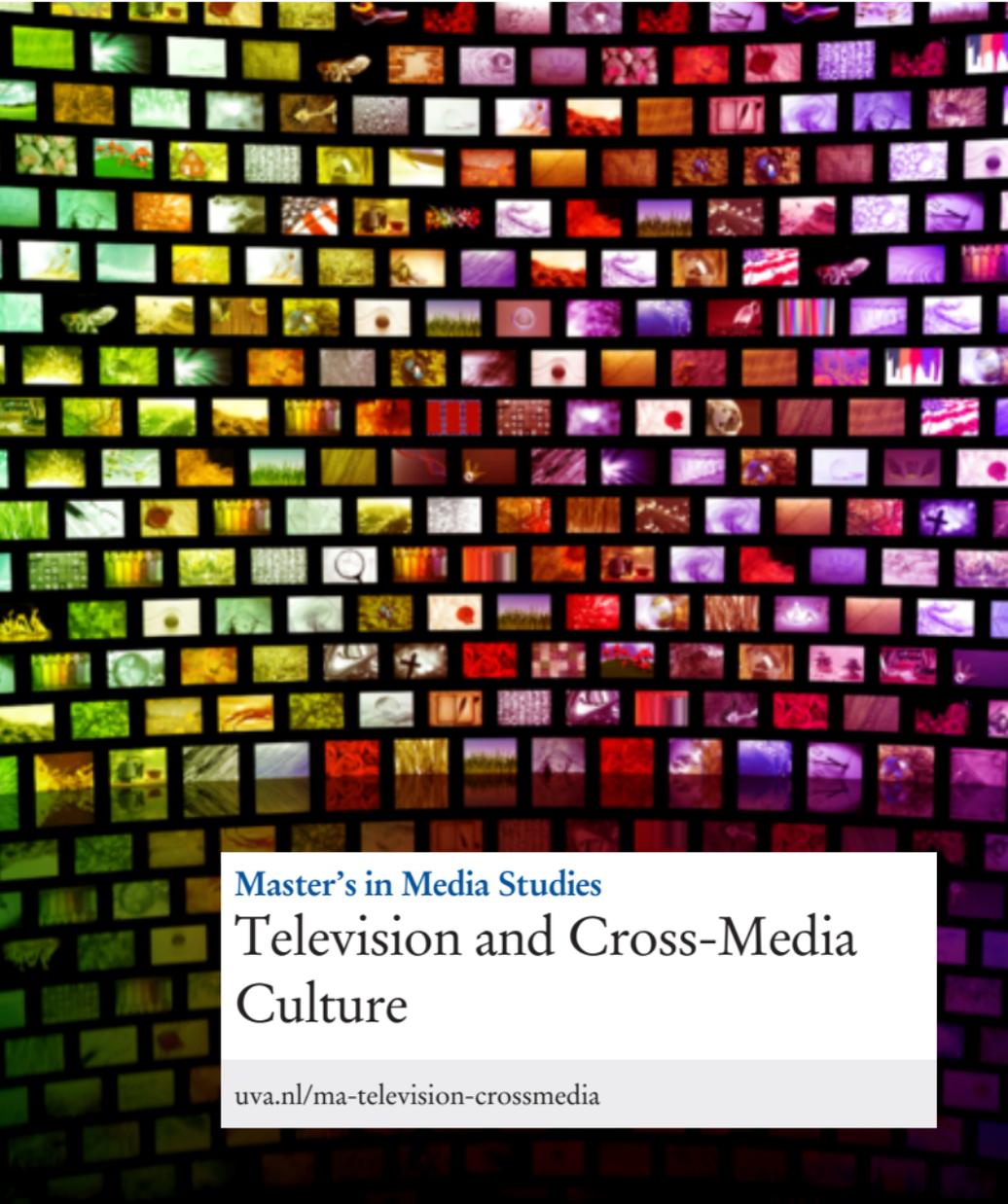




UNIVERSITY OF AMSTERDAM



**Master's in Media Studies**  
Television and Cross-Media  
Culture

[uva.nl/ma-television-crossmedia](http://uva.nl/ma-television-crossmedia)



This exciting programme that will plunge you right into the latest discussions about television and cross-media industries. Together with the professors, you will explore how our current media landscape is transforming and unravel how these changes are affecting media aesthetics, cultural identities, and economic and technological infrastructures.'

If you are interested in studying contemporary cross-media culture, this programme is what you're looking for. Nowadays, media are fundamentally connected: online streaming services like Netflix transform the film and television industry; cutting-edge programmes like *Skam* tell exciting stories across a mix of media; interactive and social media allow us to create intimate relationships with microcelebrities on Youtube and Instagram. How does all this work? This programme gives you the tools to understand the ongoing transformation of media culture and to tackle the challenges that media professionals face now and in the near future. You will gain an in-depth knowledge of contemporary cross-media culture, including historical, theoretical and critical perspectives; the analytical skills to understand television and cross-media culture today; and the conceptual

tools necessary for engaging in professional activities within the creative industries and media culture.

## Career prospects

By the end of the programme, you will have developed the skills required to provide well-informed, well-founded and practical television criticism, both in terms of editing and programme development, and policy development and programme evaluation for closed-door and open forums.

Graduates frequently go on to become editors at broadcasting or production companies, as well as working in different capacities in the field of journalism. The graduates of our programme now work at companies like Viacom (MTV, Comedy Central, VH1), Discovery Networks Benelux (Discovery Channel, Eurosport, TLC), Gracenote/Nielsen, Shanghai Television, domestic public broadcasters such as the Dutch NPO networks as well as newspapers like the

## Spotlight on a course

### Cross-media Aesthetics and Storytelling (6 ECTS)

You will examine the main transformations of cross-media aesthetics and cross-media storytelling in contemporary media culture. You will analyse how the form and the use of cultural products on television and in digital media change and which dynamics structure the newly developing aesthetics and storytelling practices. Specifically, the course will address storytelling practices such as: social media narratives world-building, narrative complexity, documentary-fiction hybrids, interactive narratives and VR media.

*NRC Handelsblad* and *Volkskrant*.

You can also go on to do a PhD programme at the UvA, another Dutch university or a university abroad.

## Entry requirements

The Master's in Television and Cross-Media Culture is open to all students with a university Bachelor's diploma in:

- Media and Culture
- Media and Information
- A discipline in the Humanities related to Media Studies, or the Social Sciences with a strong focus on Media Studies as developed from a Humanities perspective, including media analyses, media practices, text and audience analysis (to be decided upon by the selection committee).

For more information, please check:

[uva.nl/ma-television-crossmedia](https://uva.nl/ma-television-crossmedia)  
> [Application and admission](#)

## Key data

**Degree**  
Master of Arts  
in Media Studies

**Duration**  
1 year

**Mode**  
Full-time

**Credits**  
60 ECTS

**Start**  
1 September

**Language of instruction**  
English

**CROHO**  
60830

## Contact

Faculty of Humanities

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