



UvA Master's Day

Television and Cross-Media Culture

 15:00-16:00

Information & Q&A

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[#uvaopenhouse](https://twitter.com/uvaopenhouse)





## Today (15:00-15:45)

1. Information: Short PowerPoint shared in the Zoom-chat after the session
2. Q&A





## Television and Cross-Media Culture

The Master's in Television and Cross-Media Culture (1 year) explores contemporary media culture from a critical, historical, and theoretical perspective.

The programme offers you the tools to understand and analyze the ongoing transformation of media culture and its impact on culture, politics and everyday life.

Taking television in its many forms (linear TV, Netflix, YouTube, etc.) as a starting point, it maps out the conceptual, social and cultural challenges that come with digital, mobile, and social media.



## Television and Cross-Media Culture

The programme teaches you how to identify the most important dynamics of our media culture and how to conceptualise them in a critical and meaningful way.

This will allow you to participate in ongoing debates and to give relevant input to cultural, political or industrial endeavours concerning media culture.

Topics you will learn about:

- Relationship between private and public,
- Political agency of audiences and users,
- Economic and technological contexts of cultural production,
- Aesthetic forms between story-telling and interface,
- Popular and professional knowledge production through media.





## Television and Cross-Media Culture

- This is an English-language programme with an English language degree.
- One year (beginning of September – end of June).
- Fulltime.
- 42 credits for courses and electives, 18 credits for a master's thesis.
- This year: 45 students (different nationalities).
- Professors: different cultural backgrounds (e.g. Australia, Hong Kong, Germany, Belgium, the Netherlands, New Zealand, Hungary, India, Indonesia).
- Opportunity to switch to a Research Master's.
- Different from Master's in Film Studies, which focus on the medium Film
- Different from Master's in New Media and Digital Culture, which specifically focuses on new media research, practices and theory. TV and Cross-Media Culture takes 'television' in its many forms as main point of departure.





## Semester 1 (more info: [study guide](#))

### Block 1 (7 weeks)

(starts: beginning of Sept.)

#### Core course: Cross-media

Infrastructures (6 EC, every week: 2 hours lecture, 2 hours seminar)

- How are the transformations of the media forms and infrastructures entangled with the uneven distribution of money and power?
- Mapping the changing interplay of multiple devices, platforms, economic strategies and social hierarchies that characterize contemporary media life.

#### Research Seminar 1 (6 EC, every week 4 hours seminar)

- In-depth engagement with an exemplary field of television and cross-media culture.
- On offer for 2022-2023: The Queer Work of Fashion; Sensing the Media: Bodies, Addictions, Emotions (next year topics may change, but to give you an idea)

### Block 2 (7 weeks)

#### Core course: Cross-media Aesthetics and

Storytelling (6 EC, every week 2 hours lecture, 2 hours)

- Analyzes 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.
- Discussion of storytelling practices/aesthetics such as documentary-fiction hybrids, social media narratives, interactive narratives, worldbuilding, narrative complexity, and VR media.

#### Research Seminar 2 (6 EC, every week 4 hours seminar)

- In-depth engagement with an exemplary field of television and cross-media culture.
- On offer for 2022-2023: Audience Research and the Humanities; Post-MTV: Music Video from Linear TV to Digital Platforms (next year topics may change, but to give you an idea)

### Block 3 (4 weeks)

#### Case studies (6 EC)

Translates the theoretical and conceptual framework of the two core courses into applied research on a self-chosen case study.



## Semester 2 (more info: [study guide](#))

**Block 1 (7 weeks)**

**Block 2 (7 weeks)**

**Block 3 (4 weeks)**  
(ends: end of June)

**Thesis (18 EC)**

**Elective (12 EC)**

**On offer for students in 2022-2023 (next year topics may change):**

Appification; Cultural and Social Data Analysis; Archives and Legal Activism;  
Creativity, Innovation and Entrepreneurship in the Humanities; Digital Activism;  
Documentary Imagination; Elemental Media; Health, Illness and the Media; Museums,  
Heritage and Digital Curation; Sexuality and Media; Social Media and Contemporary  
Issues; Sustainable Digital Media?; Film Heritage in Practice; Visual Subcultures Online

You can select courses from other Master study programmes as an elective as well, as long as they meet the entry requirements.



## Thesis topics examples (last year's students):

- Raising generation Z: Parenting, Family Values and Generational Differences in *Oogappels*
- The Aesthetics of Media Experience in a Mobile Landscape: Transformations in Texts and Spectatorship
- Representation of transgenders in Dutch Documentary From 2007-2019
- Representation of police in Dutch TV: *Dienders* and *Bureau Burgwallen*
- Intertextuality in *Stranger Things* and the Formation of Nostalgic, Quality Appeal
- Immediacy and Intimacy: The Return of Early television Aesthetics in the Online Sphere
- Unlikely forms of protest: Politics and Culture Jamming in Music Video
- Aesthetics of Plausibility and Discomfort in Filmic Dystopia: An Analysis of the TV adaptation of *The Handmaid's Tale*



## Career prospects



**Ruby Deelen**

*Editor in Chief (VPRO)*



**Joyce Hansson**

*Online Content Producer  
(AVROTROS)*

Graduates of the Master's programme Television and Cross-Media Culture will have developed the skills 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. They frequently go on to become editors at broadcasting or production companies or work in different capacities in the field of journalism.



## Admissions & entry requirements

The Master's programme in Television and Cross-Media Culture is open for application to students with a Bachelor's degree from an accredited university in:

- Media and Culture;
- Media and Information;
- A discipline in the humanities or social sciences with a minimum of 60 ECTS (equivalent to two full-time semesters of academic studies) taken in courses related to media analysis, media practices, text and audience analysis or, more broadly speaking, the methodologies of cultural analysis.





# Admissions & entry requirements

## English language requirements

New Master's students should be able to speak, read, write and understand English at an advanced academic level. Please check carefully whether you already meet the English language requirements or whether you need to arrange to take an official English language test. See the English language requirements on the Graduate School of Humanities website.

**Please check this website for more information:**

<https://gsh.uva.nl/application-and-admission/english-language-requirements/english-language-requirements.html>





## Pre-master's

If you do not meet the entry requirements, for example if you have a degree from a Dutch University of Applied Sciences (HBO) or an equivalent thereof, you may be eligible for admission after completing the pre-Master's programme Media Studies.

*Please note: only students who do not require a residence permit to study in the Netherlands might be found eligible for a pre-Master's programme.*

### **More information about pre-master's:**

<https://gsh.uva.nl/programmes/pre-masters/media-studies.html>





## Deadlines

### 1 March 2023

- All applicants with a non-EU/EEA nationality

### 15 May 2023

- Applicants with a Dutch or other EU/EEA nationality
  - \* If you are an applicant with an EU/EEA nationality and wish to apply for housing, you must submit your application before 1 March.
  - \* If you wish to apply for a scholarship, you must submit your application before 15 January.

[www.gsh.uva.nl](http://www.gsh.uva.nl)





## Q&A

- What I **can** answer:  
questions about the programme itself (topics, focus, scope, structure, ...).
- What I unfortunately **cannot** answer:
  1. Questions about eligibility (I have this BA/course, am I eligible?)  
*Only once you have completed the application procedure, the Admissions Board will determine if you meet the eligibility criteria. These criteria can be found on the corresponding [programme](#) page, under ‘Application & admission’. Whether you are found eligible depends on your academic background, your motivation, resume, and whether your academic background is considered an equivalent to a Dutch academic Bachelor's degree. If you would like to know if your academic background is considered an equivalent to a Dutch Bachelor's, you can visit the [Nuffic](#) diploma recognition website for more information. The Admissions Board determines whether you are either admitted to the Master's programme, admitted to the pre-Master's programme or not admitted.*
  2. Administrative questions or questions about the application procedure, please contact Admissions: [www.uva.nl/questionform](http://www.uva.nl/questionform)