



Bachelor 2020 - 2021

# Communication Science

[uva.nl/bsc-communicationscience](https://uva.nl/bsc-communicationscience)



## Facts & Figures

**Degree** BSc Communication Science

**Mode** Full-time

**Credits** 180 ECTS

**Tuition fees** see

[uva.nl/tuitionfees](https://uva.nl/tuitionfees)

**Duration** 36 months

**Language** English

**Starts in** September 2020

**Application deadline(s) EEA:**

1 May 2020

**Non-EEA:**

1 April 2020

Communication is more than having a conversation. When you are reading a newspaper, watching a documentary or texting your friend, you are involved in communication. The role of communication and media in society is the central theme in this Bachelor. In this programme, you will study the production, content, use and effects of communication and various forms of media.

Communication Science focuses on questions like: how do politicians use social media in time of elections? What is the effect of bingewatching series on Netflix? What is the best way for doctors to communicate their advice to patients? How does an organisation communicate with their stakeholders in times of crisis? How do you research the effects of advertising?





"Media and communication affect our everyday lives. Therefore, we need answers to questions about this impact. Do media messages mirror society at large? In what way do communication technologies influence how we socialise and work? In Communication Science we attempt to address these types of questions."

Martine van Selm, Director  
College of Communication



## Why this programme?

1. Communication Science at the University of Amsterdam (UvA) was ranked number one worldwide in the 2019 QS World University Rankings by Subject.
2. The College of Communication is tied to renowned research institute ASCoR. Their researchers cover all subfields of Communication Science. You will be guided by ASCoR's top researchers and immerse yourself in numerous research topics.
3. Four main domains of Communication Science are addressed: Persuasive communication, Entertainment communication, Corporate communication

and Political communication and journalism. These topics offer you a wide range of learning opportunities. This gives you the possibility to choose courses which suit your talents.

4. The programme covers various types of media. Students acquire knowledge and understanding of the media sector, social forces and influences under which media and (media)communications professionals operate, and relevant theories and concepts about media structures and dynamics.

5. Amsterdam is a hub of media and culture. The city serves as an international junction for companies with a media presence (including Philips, ING, Booking.com and Heineken).

'Media and Communication affect our everyday lives'

Communication is becoming increasingly important in our everyday lives. Therefore, we need answers to questions about this impact. Do media messages mirror society at large? In what way do communication technologies influence how we socialise and work? In what way do we learn from media and communication? In Communication Science we attempt to address these types of questions.



## What to expect?

### *The first year*

- Year 1 starts with introductory courses. Focussing on theories and concepts in Communication Science and on research methods.
- Hereafter you will start deepening your knowledge. These courses also use concepts from other disciplines such as political science, psychology, social psychology, economics and sociology.
- You will acquire practical skills such as academic writing, oral presentations and doing research, including literature reviews.

### *The second and third year*

- You will deepen and broaden your knowledge of the field of Communication Science. You will extend your knowledge in courses such as Political communication and journalism and Persuasive communication.
- You will take several in-depth courses in scientific research methods and techniques.
- In this part of the programme you are able to tailor your study programme. You can, for example, study abroad or choose to do a minor within another programme.
- You will finish your Bachelor's with a graduation project.

### *Minor and electives*

There are several options for personalising the Bachelor's programme. For example, you can choose your own electives or take a minor. A minor is a cohesive set of courses. You can take electives at the UvA, but there's also the possibility to study abroad, for example in China, Italy or Denmark. With these options, you can make an interesting combination which suits your personal interests and talents.

### *Internship*

In the final year of the Bachelor's programme you will do an internship. This internship will give you the opportunity to gain relevant work experience, and apply your academic knowledge in a professional setting. Moreover, the internship will enable you to develop and apply practical skills while using the knowledge you have gained during the programme.





#### Contact

##### Location

University of Amsterdam  
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##### Phone

+31 (0)20 525 3003

##### Opening hours

Mon-Fri 9:00 - 17:00

## Career prospects

### *After graduation*

You can further specialise by choosing one of our Master's programmes in Communication Science, which include:

- The one-year Master's in Communication Science.
- The two-year Research Master's in Communication Science.
- The two-year Master's in Journalism, Media and Globalisation, part of the Erasmus Mundus programme.

See [uva.nl/en/masters](http://uva.nl/en/masters) for more information.

### *Job market*

The career prospects for communication scientists are generally good. Some examples of jobs currently held by our graduates include: producer or editor; media planner; strategist at an advertising company; marketing executive of a big publishing group or communication consultant.

### *Research and obtaining a doctorate*

If you have a special interest in research, you can apply for the two-year Research Master's in Communication Science. Apart from the possibility of an academic career, the programme also prepares you for a career at a marketing company, market research agency or at a governmental organisation.

### *How to apply*

For detailed information regarding applications and admission, please visit the programme website at [uva.nl/application](http://uva.nl/application) or contact the Education Desk at [educationdesk-cs@uva.nl](mailto:educationdesk-cs@uva.nl).

#### Colofon

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