**Academic skills workshop**

In the second year there are no planned meetings. You do however need to hand in several assignments.

**Research Participation**

During your studies you also have to earn research credits by participating in various researches.

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### Bachelor’s programme Communication Science Year 2

- **Persuasive communication**  
  6 EC  
  This course offers an introduction to the various models and theories that are useful to the development and evaluation of health, marketing, and educational campaigns.

- **Statistical Modeling for Communication Research**  
  6 EC  
  In this course you will study the main principles and concepts of inferential statistics. Furthermore, you will learn to understand, conduct, and critically evaluate quantitative research.

- **Political Communication and Journalism**  
  6 EC  
  News media play an important role in the functioning of the political process. This course focuses on the information function of news media and the symbiotic relationship between politics and journalism.

- **Qualitative Research**  
  6 EC  
  You will be taught how to conduct qualitative research by utilising methods such as in-depth interviews and focus groups. You will also learn how to evaluate this research using the criteria validity and reliability.

- **Research Workshop 3: Experiment**  
  6 EC  
  The third research process studies experimental research. You will follow various stages of the research process and practice reporting experimental research.

### Electives  

30 EC  

In the bachelor's programme of Communication Science 30 ECTS are reserved for your electives. You can choose how to arrange this part of your programme yourself, giving you the opportunity to diversify or further specialise your studies, according to your interests and study schedule. Below is an overview of the different possibilities.

1. **Electives from different disciplines at the UvA or other universities**  
   Various disciplines within the UvA offer elective courses. You can also choose to follow one or more courses at a different university.

2. **Studying abroad**  
   The UvA has a large number of partner universities in and outside of Europe where we receive students from all over the world. You can also arrange and organize your own study programme abroad.

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4. **A pre-Master's programme**  
   You can also use your electives to eliminate certain deficiencies you might have for the admission to a Master's programme. By doing so it is possible to follow a Master's programme from other disciplines, outside Communication Science.

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**Note:** An average workweek is 40 hours and consists out of lectures, tutorials, group evaluations, online exercises and home study.