MASTER OF SCIENCE IN COMMUNICATION STUDIES

NEW MEDIA & SOCIETY

www.vub.ac.be/new-media-and-society

60 ECTS
WHY VUB

VUB education delivers strong individuals, critical minds & world citizens

The Vrije Universiteit Brussel (VUB) offers high-quality English-taught programmes, supported by outstanding research. Being a student at VUB means learning in an open atmosphere of tolerance and diversity and growing into an independent and critical-thinking individual.

All fields of study are offered on 4 student-friendly campuses in the cosmopolitan city of Brussels. At VUB, students have easy access to their lecturers and assistants. Faculty members are available and open to answer questions; small group workshops are used to ensure close interaction and hands-on experience.

VUB is a dynamic and modern university with almost two centuries of history. There are 15,000 students, 21% of whom are international students from more than 120 different countries.

The basis of our academic success

The Vrije Universiteit Brussel was founded on the principle of ‘free inquiry’ as formulated by the French mathematician and philosopher of science Henri Poincaré (1854-1912): ‘Thinking must never submit itself, neither to a dogma, nor to a party, nor to a passion, nor to an interest, nor to a preconceived idea, nor to anything whatsoever, except to the facts themselves, because for it to submit to anything else would be the end of its existence.’

Personal growth with a positive and critical attitude, a sense of responsibility and open-mindedness, these are characteristics that you will encounter in everyone at the university, from professors and researchers to students and staff. It lies at the heart of our academic success.
Become an expert in European media in the capital of Europe

The Master of Communication Studies: New Media and Society in Europe is a unique programme that focuses on the rapidly changing field of media and communication in a European context. With the digitization of media, the unstoppable emergence of the internet and the recent mobile revolution, you will have lots to learn and discuss in this interdisciplinary programme that concentrates on business, policy and user aspects of new media.
COMMUNICATION STUDIES: NEW MEDIA AND SOCIETY IN EUROPE

Communication Studies at the heart of Europe: a unique opportunity
This Master of Communication Studies gives you the unique opportunity to study in an environment with all European institutions right at hand. The European Union plays a crucial role in media and communication policies. It has tried to foster a single European market in media and services. Through several large programmes, it has stimulated innovation and the emergence of a European Information Society. The European Commission’s current Digital Agenda for Europe sets the framework for the coming years.

In this master programme, you will gain an understanding of European policy and policy-making in the fields of media, innovation and the internet.

After your studies
Graduates of communication studies develop the necessary multidisciplinarity and flexibility to perfectly the current changing and demanding job market. You can opt for a variety of career paths, for instance in media companies working at the European level, European institutions or lobby organisations trying to influence Europe’s innovation and communication policies.

The VUB helps you to take your first steps on the job market with workshops, networking events, job fairs, tips and tricks for interviews, and a dynamic Alumni network. All an ambitious student needs!

Top researchers show you the way
During your time in this Master programme you will get the chance to work together on a face-to-face basis with top researchers from centres linked to our University. Both our colleagues at SMIT (Studies on Media, Information and Telecommunication) and IES (Institute for European Studies) are already looking forward to meeting you.

SMIT was founded in 1990 and specialises in social scientific research on media and ICT, with an emphasis on innovation, user, policy and socio-economic questions. Currently, the research centre consists of over 50 researchers. SMIT research combined fundamental academic research projects with short and long term research projects and services contracts for both public service organisations and media industries.

IES was awarded the title of Jean Monnet Centre of Excellence in 2002 for its focus on interdisciplinary research in European Studies – more specifically on the role of the EU in an international setting. One of its major research themes is the policy and legal aspects of the information society in the EU and beyond.

Interactive, tailor-made programme
The original interdisciplinary approach allows you to pursue your own interest and develop a specific expertise through elective courses, a thesis on a topic of your interest, and an internship. Most courses are taught using interactive teaching methods. They stimulate individual participation, critical thinking and discussion with staff and fellow students.
The programme is subject to change. Check [www.vub.ac.be/en](http://www.vub.ac.be/en) for the latest information about the programme.

ECTS (European Credit Transfer System): 1 credit represents 25-30 hours of study activity.

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### NEW MEDIA AND SOCIETY IN EUROPE

The Master of Communication Studies is a one-year (60 ECTS) academic master with a focus on New Media and Society in Europe. The programme consists of two semesters. It comprises one set of compulsory courses and one set of optional courses. The optional courses allow students to focus on three specific fields: business and markets, policy and governance, user aspects of new media and society in Europe. Students can decide to do an internship as well.

### TRAINEESHIP

The fundamental goal of the traineeship in the Master ‘New Media and Society in Europe’ is to have practical training and acquire practical skills. The internship programme aims for students to operationalize and test, in a professional environment, the theoretical knowledge obtained in following the Master. This allows them to develop professional skills and competences while networking; all with their future career in mind. It also spurs our students to critically (self-) reflect on both the institutional environment and company/organization, as well as on personal development (knowledge-building, skills, strengths and weaknesses, ...) during the traineeship.

### FILM CLUB

The department of Communication Studies organizes a series of film screenings where film makers, professors, and students show and discuss films. Get to see films that illustrate your courses, your professors’ favourite films, discuss documentaries with the directors, and share and debate a film of your choice with fellow students.

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### MASTER YEAR

<table>
<thead>
<tr>
<th>Compulsory courses</th>
<th>ECTS</th>
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<tbody>
<tr>
<td>Advanced Methods for Communication Studies</td>
<td>6</td>
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<tr>
<td>Brussels Talking: Europe, Media and Society</td>
<td>6</td>
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<tr>
<td>EU Media and Communication Policy</td>
<td>6</td>
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<tr>
<td>Theories on Media, Technology and Society</td>
<td>6</td>
</tr>
<tr>
<td>Master Thesis</td>
<td>18</td>
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**Elective courses: choose 18 ECTS**

<table>
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<tr>
<th>Course</th>
<th>ECTS</th>
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<tbody>
<tr>
<td>Traineeship in Communication Studies</td>
<td>12</td>
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<tr>
<td>European Innovation Policy</td>
<td>6</td>
</tr>
<tr>
<td>Business and Consumer Ethics</td>
<td>6</td>
</tr>
<tr>
<td>Users and Innovation in Digital Media</td>
<td>6</td>
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<tr>
<td>Critical Issues in Media Economics</td>
<td>6</td>
</tr>
<tr>
<td>European Media and Communication Markets</td>
<td>6</td>
</tr>
<tr>
<td>Internet Censorship, Control and Governance</td>
<td>6</td>
</tr>
<tr>
<td>Social Psychology of Communication</td>
<td>6</td>
</tr>
<tr>
<td>Comparative Communication Research</td>
<td>6</td>
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**Total** 60
Prestigious Lecture Series

Brussels Talking: Europe, Media and Society

Brussels Talking: Europe, Media and Society is a prestigious series of lectures and round tables on the role of media in changing European societies. The series cover economic, political, technical, legal and societal aspects of media in a context of European societal changes.

With invited guest speakers from the European media industry, journalism, academia and European institutions, Brussels Talking brings the media and telecommunication world right into the classroom. Students actively participate in the discussions, have the chance to network, and write a paper on current issues related to the topics discussed.

Ethical aspects of the digital information society, threats and opportunities for broadcasting in the digital era, the challenges facing journalism and the future of education in the digital age are amongst the topics dealt with in the lecture series.

The series complements the courses offered in the New Media and Society programme providing insightful debates and critical perspectives about European Media, Journalism, the European Public Sphere and the Digital Information Society.

“US and EU Politico: similarities and differences, challenges and opportunities.”

Matthew Kaminski
Executive Director Politico Europe

“Threats to press freedom Europe.”

Jean-Paul Marthoz
EU representative of the Committee to protect journalists
“Re-inventing media in the digital age.”

Thierry Geerts
Country Director Google Belgium
ADMISSION CRITERIA
Admission is based on the review of each application: proof of meeting academic and language requirements, personal motivation, etc.

LANGUAGE REQUIREMENTS
Prospective students can provide proof of sufficient knowledge of English as language of instruction by meeting one of the following criteria:

- having successfully completed one of the following language proficiency tests:
  - TOEFL: minimum level: 213 for the computer-based test (CBT); 80 for the internet-based test (IBT); 550 for paper-based test
  - TOEIC: minimum level: 785
  - IELTS: minimum level academic module 6.5
  - CAE: minimum grade B
  - CPE: minimum grade C
  - ITACE for Students certificate with ERK/CEFR score B2
  - Cambridge English First (FCE)
  - Cambridge English: Business Vantage (BEC Vantage)
  - Cambridge Michigan ECCE
  - Trinity College London: ISE II, GESE Grade 7-9; or ALTE Q mark
  - The Pearson Test of English General (PTE General): minimum level 3
  - The Pearson Test of English Academic (PTE Academic): minimum level 59
- having successfully completed at least one year of secondary education with English as language of instruction, or having successfully completed secondary school in a Belgian institution;
- having successfully completed programme units in higher education with a minimum of 54 ECTS-credits where English was the language of instruction.

For more details on admission requirements and application: www.vub.ac.be/en/apply

DIRECT ADMISSION
Candidates with a Flemish degree of ‘BSc in Communicatiewetenschappen’.

ADMISSION AFTER EXAMINATION OF APPLICATION FILE
An Admission Board will evaluate all other applications on an individual basis.

The Board can decide to oblige the applicant to complete an individual preparatory depending on their academic background. This preparatory programme can be combined with the Master programme.

Check the admission requirements on www.vub.ac.be/new-media-and-society.

Application deadline
Prospective students are advised to apply as soon as possible, even if they have not yet obtained their degree. Applications can only be submitted through our website www.vub.ac.be/en/apply

- All students need to apply before June 1st
- Note: if the proof of English proficiency or APS certificate is not ready before the deadline, you can always submit it later instead of missing the deadline

Tuition fees
All Flemish universities in Belgium are subsidised by the government, which results in relatively low tuition fees. The general tuition fee for our master programmes is €890/year. Some master programmes have an increased tuition fee for students with a non EU/EEA nationality. A detailed overview of the tuition fees can be found on: www.vub.ac.be/en/tuition-fees

Contact
www.vub.ac.be/new-media-and-society