Master’s in Media Studies
Television and Cross-Media Culture

uva.nl/ma-television-crossmedia
Television is bigger than ever. Far from having disappeared, it has transformed and converged with digital, social and mobile media. Television is everywhere and is creating many new career prospects for our graduates.

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

Spotlight on a course

Media, Money, Power (6 ECTS)
This course maps the changing conditions for the circulation of media content: How does the contemporary mix of mobile devices, social media platforms, and established mass media shape the production and distribution of information and entertainment? To that end, the course approaches media as complex assemblages that combine technology, economy and politics in dynamic ways. Additionally, the course offers historical and theoretical context to understand how the media industry adapts to changes and how this shapes our daily live.
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
• 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
> Application and admission