

Roskilde University

MA / cand.comm. in  
**Media and  
Communication**

Master's programme



## Why study Media and Communication at Roskilde University?

“... to develop a deep understanding of digital communication. And, through project collaborations with companies and organisations, get concrete know-how on how to create sustainable solutions to complex professional challenges.”

Emil W. Damgaard Frost, Head of Business Innovation at Bonnier Publications

“... because of the incredibly dedicated professors. They are really skilled. I, for one, learned a lot when I studied there.”

Christine Antorini, Director of LIFE Fonden and former Danish Minister of Education

# Media and Communication

## Understand and manage communication in a digital age.

The MA programme in Media and Communication (MAC) offers you the theoretical knowledge, methodological skills, and practical experience needed to understand and manage the impact of digital media technologies on the communication of organisations. From international corporations and government institutions to NGOs and grassroots movements.

The increased digitalisation and datafication of society create new possibilities and challenges for communication professionals. Whether you want to work as a Social Media Strategist, Diversity Officer, Brand Manager, or Media Analyst you must understand the infrastructure of digital platforms, apps, devices, and systems. You must know how socio-cultural conditions affect the way people communicate. You must master the various techniques to capture and analyse digital data. You must think strategically. And you must be able to identify the ethical and equity issues associated with digital media technologies.

The MAC programme offers you these competencies. Competencies that can be applied across different national and cultural contexts. That provide a critical perspective on global developments in media technologies and media use. And prepare you for a professional career of analysing, designing, and executing digitalised and data-driven communication.

### Specialisations

In the second semester, you have the opportunity to specialise in one of two communication disciplines that best reflects your interests and desired career path. You can choose between:

1. **Corporate Communication**
2. **Global Communication**

# Specialisations

While the first semester is common for all students, the second semester offers you a choice between two specialisations.

## Corporate Communication

This specialisation is geared towards those interested in working with strategic communication, corporate branding, and stakeholder relations management. The semester provides you with an advanced understanding of the core aspects of corporate communication: The strategic management and planning of reputation and branding activities. This enables you to navigate media saturated markets where organizations are increasingly looking for employees with a strategic, integrated, and stakeholder-oriented approach to their external and internal communication.

## Global Communication

This specialisation is geared towards those interested in working with participatory communication, intercultural relations, public outreach, and diversity and change management. The semester offers you the theoretical and practical competencies needed to analyse, prepare, implement, and evaluate inclusive communicative initiatives. And it provides practical tools for identifying and facilitating opportunities for individual empowerment, organizational development, and societal growth as they appear in mediatized contexts. This enables you to navigate current global conditions of complex interconnectivity, where inequality is an increasingly urgent societal challenge.

## 1. SEMESTER

The first semester offers you the theoretical and methodological knowledge needed to understand and analyse how digital media impact communication processes. You are trained to conceptualize and assess mediated communication practices, including how media affordances, digital cultures, and IT-infrastructures affect public policy, organizational communication, and human behaviour.

## 2. SEMESTER

The second semester provides you with the opportunity to gain in-depth knowledge of a particular subject area within media and communication studies. You can choose between the following specialisations: Corporate Communication or Global Communication. See the next page for details.

## 3. SEMESTER

The third semester gives you the opportunity for further immersion and professional development by either doing a project-oriented internship (30 ECTS) or taking elective courses (3 x 10 ECTS). The internship must take place at a relevant organisation in Denmark or abroad. For the elective courses, you can choose to follow them at Roskilde University, at another Danish university, or as part of an exchange at a university abroad.

## 4. SEMESTER

The fourth and final semester is all about the master thesis. Through the thesis work, you gain extensive and in-depth knowledge of research-based media and communication issues and attain competencies in applying relevant concepts, theories, and methods in connection with analysis and/or planning and assessment of one or more mediated communication efforts.

# Internship and exchange

At the 3rd semester, you have the opportunity to do an internship with one of our internship partners or in a company of your choice. The internship can be seen as part of your specialisation in communication, where you develop your communication skills by working with theories and methods in practice.

We perceive the internship as an important part of the learning which you can acquire as a communication student, and we work systematically to enter into internship contracts, where both you as a student and the workplace set goals for the course. As a student, you will meet your supervisor from Roskilde University during the internship, and you will follow up on your learning goals together.

An internship builds a bridge to your work life after your study because it gives you concrete experience and access to a professional network. Many of our students end up being offered employment as an extension of their internship.

You can also choose to go on exchange to a foreign university and gain valuable experience and an international perspective in your communication study. Our partner universities include, for example, the University of Leeds, Freie Universität Berlin, Universitat de Barcelona, Université Sorbonne Paris Nord, University of Oslo, RMIT University Melbourne, Chung-Ang University Seoul.

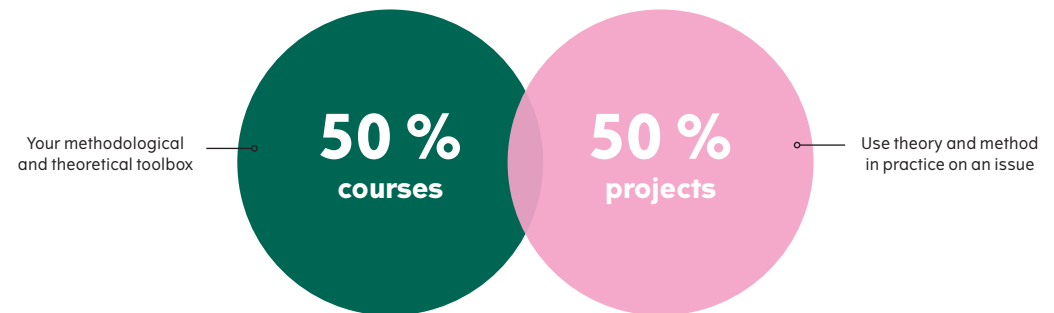
| First year   |  | Second year   |                                 |
|--|--|---|---------------------------------|
| 1. SEMESTER  | 2. SEMESTER                              | 3. SEMESTER   | 4. SEMESTER                     |
| <b>Digital Media Theory</b><br>10 ECTS                                     | <b>Specialisation Course</b><br>10 ECTS  | <b>Internship</b><br><i>or</i><br><b>Elective Courses</b> | <b>Master Thesis</b><br>30 ECTS |
| <b>Mixed Methods in Media and Communication Research</b><br>10 ECTS        | <b>Specialisation Project</b><br>20 ECTS | <i>or</i><br><b>Exchange</b><br>30 ECTS                   |                                 |
| <b>Media Platforms and Communication Practices</b><br>(project)<br>10 ECTS |  |   |                                 |

# Competencies and Career

The MAC programme qualifies you for jobs that demand an ability to understand the impact of digitalisation and datafication on communication. Upon graduation, you will be able to plan, implement, analyse, and manage mediated communication efforts in a variety of organizations. From start-ups and SMEs to governmental institutions, NGOs, and international corporations. As such, you will be qualified for a range of media and communication-focused jobs, where the ability to systematically evaluate people's uses and experiences of media technologies – as consumers, citizens, or publics – and assess the associated media strategies are needed.

Here are some examples of careers the programme enables you to pursue:

- Brand Manager
- Social Media Strategist
- Diversity and Inclusion Manager
- Communication Consultant
- Media Analyst
- Public Outreach Officer
- Digital Project Manager



# Further information



You can find admission requirements, application deadlines and other information about Media and Communication at Roskilde University here:

[ruc.dk/en/master/media-and-communication](https://ruc.dk/en/master/media-and-communication)

Contact us if you have questions about Media and Communication:

RUC Study & Career Guidance

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