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

uva.nl/ma-television-crossmedia
Many people think that "television is dead". In truth, it has transformed and created many new career prospects by converging with other media. Television is everywhere.

If you are interested in studying contemporary media culture from a critical perspective, this programme is what you’re looking for. It will provide you with the tools to understand and evaluate the ongoing transformation of media culture and its impact on culture, politics and everyday life. It takes television as a starting point to map the conceptual, social and cultural challenges presented by the introduction and use of digital, mobile and social media.

You will gain an in-depth knowledge of contemporary media culture, using television as a unique vantage point, 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 generally.
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. You can also go on to do a PhD programme at the UvA, another Dutch university or a university abroad.

Career-oriented specialisation
For Dutch-speaking students, we also offer a professional specialisation focusing on Storytelling and the Dutch media industry. You can find more information on: uva.nl/ma-television-crossmedia > Beroepsgeoriënteerde specialisatie

Spotlight on a course

Media, Money, Power (6 ECTS)
This course is about the main transformations of media aesthetics and media practices in contemporary cross-media culture. Starting by identifying key dynamics of contemporary cross-media culture, the course analyses for example the relation between past, present and future organised by and across different media technologies, e.g. global media events synchronising TV and social media; cultural archives; scientific simulations. How are cultural forms organised by and across different media technologies?
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