



Communication science
digital society | changing organizations | persuasive tech

PREMASTER

UNIVERSITY OF TWENTE.

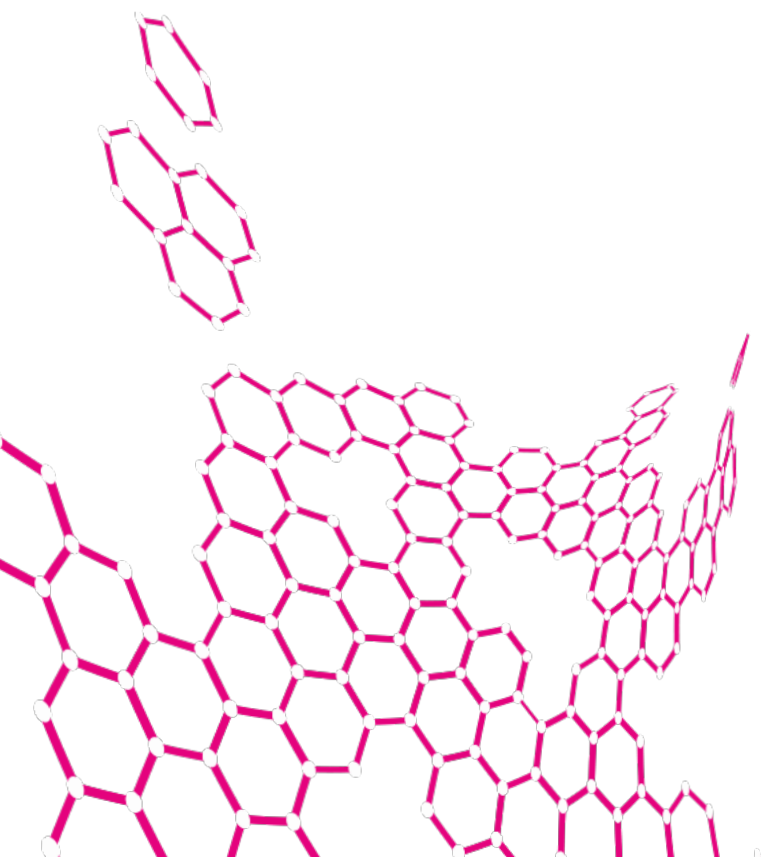
PREFACE

Welcome! You have chosen for the pre-master's programme Communication Science at the University of Twente (UT) in the Netherlands in order to prepare yourself for the master programme Communication Science (M-COM). The pre-master's programme is a transfer and bridging programme in which you will gain the knowledge and skills you need for successful participation in the master's programme Communication Science. The full pre-master's programme comprises of both a domain-specific module Communication Science and courses which address research methodological competences.

In this study guide you will be informed about the study programme, the content, rules within the programme, organization, study guidance, counselling and quality assurance.

I am sure that you will enjoy your time studying at the UT. But, more importantly still, I hope that you will be able to realize your full potential and that this pre-master's programme and the master's programme in Communication Science bring out the very best in you.

Dr. Jordy Gosselt
Programme director Communication Science



PROGRAMME STRUCTURE

The half-year (30 EC) English taught pre-master's programme is arranged for studying on a full-time basis. For the full-time pre-master's programme, on average, you will have lectures, tutorials and/or project meetings on three to four days (or parts of a day) per week.

There are two moments of enrolment in the pre-master' programme. You can start in the first semester of the academic year (September) or in the second semester (February) with this programme. Admission to the subsequent master's programme Communication Science is also possible in September or February.

Each semester is divided into two blocks. Each block consists of ten lecture weeks. The examinations are planned throughout these weeks. The full pre-master's programme consists of 30 EC (European Credits, 1 EC corresponds with 28 hours of study load). A nominal study load is 15 EC in a block.

The programme comprises of three programme specific courses (Communication science; Qualitative research; and Academic research project; total 20 EC) and two generic research methodology courses (Research methodology and descriptive statistics and Inferential statistics; total 10 EC). In the programme specific courses you will gain the specific communication science knowledge as well as hands on research skills to prepare you for the master's programme Communication Science. The generic research methodology courses introduce the basic principles of empirical research in the social sciences and will be jointly offered to Communication Science students and students from the other pre-master's programmes Educational Science and Technology, Business Administration, Public Administration, European Studies and Psychology.

Scheme 1 Pre-master's programme

Semester 1 (September-January)		Semester 2 (February-June)	
Block 1A	Block 1B	Block 2A	Block 2B
5 EC Research methodology and descriptive statistics 202001402	5 EC Inferential statistics 202001403	5 EC Research methodology and descriptive Statistics 202001402	5 EC Inferential statistics 202001403
4 EC Communication science premaster COM 202100147	13 EC Academic research project Premaster COM	4 EC Communication science premaster COM 202100147	13 EC Academic research project premaster COM
3 EC Qualitative research premaster COM 202100146		3 EC Qualitative research premaster COM 202100146	
202100148		202100148	



COURSE DESCRIPTIONS

COMMUNICATION SCIENCE PREMASTER COM (202100147)

This course develops the students' knowledge and understanding of the basics of communication science related to the three main themes of the Bachelor and Master program: Changing organizations, Digital society, and Persuasive tech. The core communication science theories will be presented and discussed in this course, and students will also study the role of communication in the context of global challenges. Specifically, this course covers theories of intercultural communication, organizational communication, and media and persuasive communication. The acquired theoretical knowledge and insights can be applied in the Academic research project course (see below) and tested through an individual written, open-ended exam.

QUALITATIVE RESEARCH PREMASTER COM (202100146)

In this course, students will be introduced to the process of conducting qualitative research in general, as well as the application of and rationale behind several qualitative methods, such as focus groups, interviews, content analysis and observation techniques. Besides the basic principles of conducting qualitative research and applying specific methods, the course will also pay attention to the analysis process of qualitative data, introducing Atlas.ti. This course will be assessed based on a written exam with MC and open questions to test and apply the gained knowledge.

ACADEMIC RESEARCH PROJECT PREMASTER COM (202100148)

The course first provides participants with the necessary skills for the preparation of academic research articles and manuscripts in English. In the first part of the course students will be taught the techniques of effective information searching, the ways to work with scientific articles and evaluate them, and the conventions used in literature citation and referencing. This part of the course will be assessed with a literature review based on, at least, 10 scientific articles. After a successful completion of this part, students are expected to be proficient in writing academic papers (e.g. literature reviews, conceptual papers, research proposals, theses). The subsequent second part of the course will elaborate further on the literature review in terms of the actual design, and implementation of a quantitative (experimental or correlational) study resulting in an individual written research report. Looking at the various stages of the empirical research cycle, students will: a) conceptualize their research in a literature review, b) design

the research methods and instruments in order to collect data; c) perform statistical data analysis to provide the research findings; and d) reflect on the research findings and research design in the discussion section. During the project course students will work in groups to conceptualize and operationalize the research, but assessment is based on individual written deliverables. Based on an inventory of preferences concerning various research themes, students will be divided in groups and linked to a supervisor. During the course, supporting (on-campus, online or pre-recorded) lectures will be provided, as well as group meetings with the supervisor to guide students when working on their research. The course will be assessed by means of a literature review (25%), a written report (70%) and active participation (5%).

RESEARCH METHODOLOGY AND DESCRIPTIVE STATISTICS (202001402)

This course introduces the basic principles of empirical research in the social sciences. The role of research in the context of the empirical cycle (i.e. testing theories) and research in the context of problem solving and design will be discussed. Students will learn to formulate clear and answerable empirical research questions. They will also learn to select from various correlational and experimental research designs and different data collection methods to answer these research questions. During the course, students will develop a first understanding of the concepts of validity and reliability, and will comprehend factors that may undermine (measurement/internal/external) validity of research. Finally, they will get a basic understanding of descriptive and inferential data analysis. This course will be assessed with two partial written examinations and an assignment.

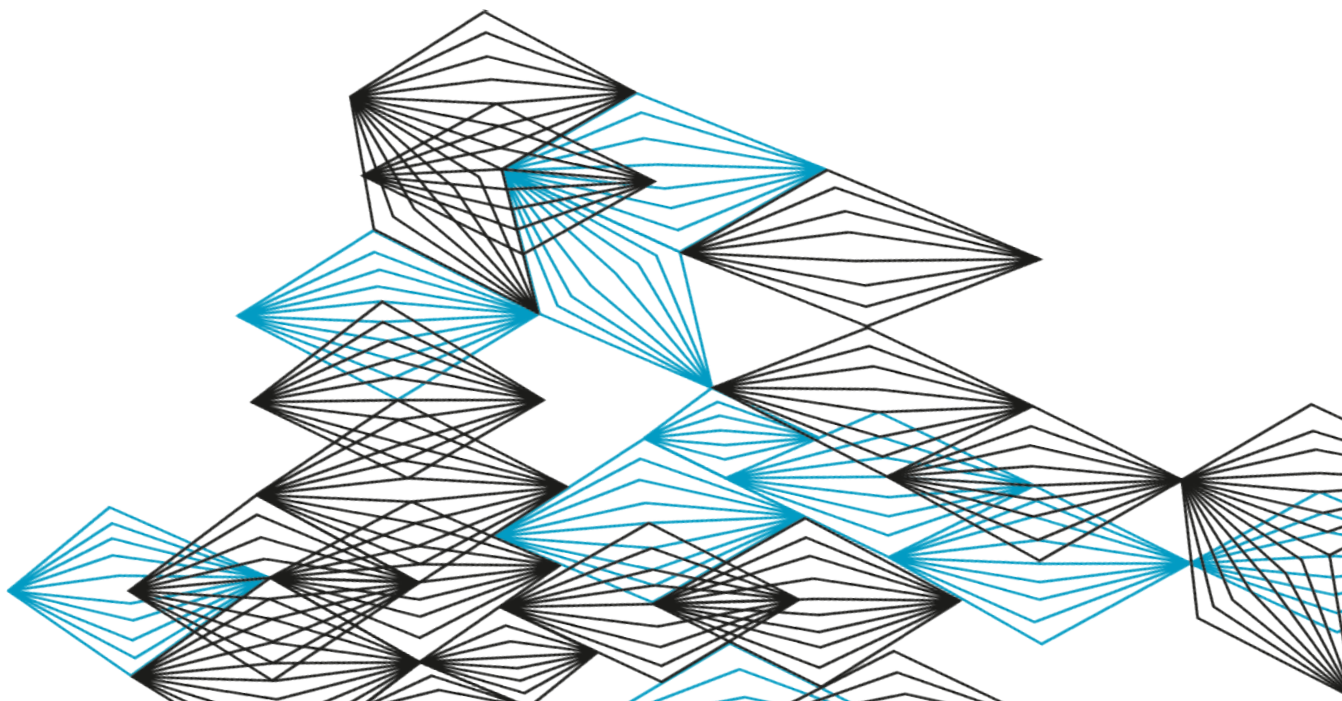
INFERENCE STATISTICS (202001403)

This course introduces inferential statistics (i.e. tests and confidence intervals). Concepts from inductive statistics are discussed on the basis of conclusions concerning an average with a known population standard deviation (i.e., z test). Additionally, several popularly used statistical techniques are treated: t-tests (both independent and dependent), binomial tests (both for a single proportion and two proportions), and chi-squared tests of independence. Also several popularly used (more advanced) statistical techniques are addressed: simple linear regression, multiple linear regression and one-way and two-way analysis of variance (one-way ANOVA and two-way ANOVA.) During the in-class computer exercises, students are taught analysing small and

greater data files using the IBM SPSS statistical programme. This course will be assessed with two partial written examinations and assignments.

RULES IN THE PROGRAMME

The pre-master programme is designed not only to address any deficiencies in your prior knowledge, but it is also an efficient way to find out whether studying at a research university in the field of Communication Science is right for you. To this end, a couple of rules apply in this programme. We ask you to fulfil the requirements of the pre-master's programme within 1 year. So the maximum registration period for completing the pre-master's programme is one (1) year for all students. During this period a student may sit maximal two (2) times for an (interim) exam. If a student fails to pass the second time for one or more (interim) exams the student will receive a negative and binding study-advice. The student consequently will be excluded from the pre-master's programme Communication Science. This means you need to take the pre-master's programme seriously. You cannot expect to be successful in the pre-master's programme if your approach is half-heartedly; it is meant as a half year (1 semester) of full-time study. That said, in practice almost all motivated students complete the programme in the allowed time and will start in the master programme Communication Science after they have finished the (full) pre-master programme.



ADDITIONAL INFORMATION

ORGANIZATION, STUDY GUIDANCE AND COUNSELLING

During your pre-master programme you can count on sufficient supervision, with several staff members playing a role. The University of Twente also offers additional student supervision and counselling. You can, if necessary, go to the Bureau of Student Psychologists and the student deans.

Programme Director

The programme director is Jordy Gosselt. He is in charge of all aspects of the programme, including intake numbers, drop-out rates, pass rates, final results, quality of teaching, profile of the programme, the connection with state of the art research, and employability.

The Programme Director agrees on improvement plans for courses as proposed by teaching staff, taking the recommendations by the Programme Committee into account. The Programme Director reports annually about programme improvements to the Dean.

Contact information:

Dr. Jordy Gosselt, Cubicus Building, Room C215, e-mail j.f.gosselt@utwente.nl

Study Advisers

As study advisers, Silvie Pothof and Jeanet Luijterink offer advice on study-related issues and can discuss practical matters concerning the study with you. You can contact them with any individual problem relating to the programme, studying in general, or personal circumstances. You can also discuss your experiences with courses, complaints, study choice, planning, delay, graduation support, exemptions, and (course and examination) regulations. If necessary, they can refer you to other professionals within or outside the university for help. Jeanet Luijterink is the primary study adviser for the Master's programme, but when she is absent you can also contact Silvie Pothof.

Contact information:

Bachelor: Silvie Pothof, Cubicus Building, Room C118, e-mail s.j.pothof@utwente.nl

(Pre-)Master: Jeanet Luijterink, Cubicus Building, Room C106, e-mail j.w.m.luijterink@utwente.nl

Programme Officer

Miranda Boshuizen is responsible for the programme administration. She supports the students and lecturers in an administrative way. She works in consultation with the programme director, programme coordinators, study counsellors and the internship- and graduation coordinator. She is among other things responsible for:

- assigning and adjusting of exam programs,
- organization of colloquia,

- applying and preparation for diplomas and certificates,
- placing education-related announcements on the student portal,
- supporting the examination boards and program committee.
- If you have questions about one of the above mentioned topics, the programme officer is the first person to contact:

Miranda Boshuizen, Citadel Building, Room 434-436 and 438-440, email: BOZ-CW-CES@utwente.nl

Programme Coordinator

As programme coordinator, John Sevens provides policy support to the programme director and is responsible for the organizational, procedural and intrinsic coordination and harmonization of the Bachelor's and Master's programmes. If you have a complaint or a practical question about the programme or a certain course, the programme coordinator is the first person to see.

Contact information:

Drs. John Sevens, Ravelijn Building, Room RA3111, email: p.m.j.sevens@utwente.nl

Internship and Graduation Coordinator

The internship and graduation coordinator is Mark Tempelman. He forms the link between the students and the working field when you are searching for an internship or a graduation project. You can also contact him with any questions you may have about internships and graduating. He receives requests from organizations that are looking for communication students for research or for an internship.

Contact information:

Drs. Mark Tempelman, Cubicus Building, Room C216, email: m.h.tempelman@utwente.nl

Study Association Communiqué

Communiqué is the study association for students in the Bachelor's and Master's programmes of Communication Science at the University of Twente. Communiqué offers a friendly place where everyone is welcome to discuss their ideas over a cup of coffee or tea. In addition, the study association provides various services and organizes many activities for its members. Communiqué organizes field trips, lectures and colloquia, sells textbooks at a discount, and arranges social activities like drinks and parties. Communiqué also organizes an introduction day in August to welcome the new students.

Contact info:

Communiqué, Study Association for Communication Science, Cubicus Building, Room B105.

QUALITY ASSURANCE

Quality Assurance involves a continuous improvement of our programme. Many stakeholders are involved, each with a specific contribution in the Plan Do Check Act cycle. Below we clarify the involvement of various stakeholders with evaluation and improvement.

Students

Students share their experiences in panel meetings and periodic surveys, such as course evaluation surveys, programme evaluation surveys and the National Student Survey. Students participate in the Programme Committee where the student experiences are discussed and the Programme Director is advised about possible improvements.

Teaching Staff

Teachers evaluate their teaching experiences based on direct feedback in classes, information from student experience surveys, and panel meetings; they also critically evaluate the examination results. Teachers use the Quality Assurance pages to communicate which improvements they will make in the next edition of their courses. Teachers share their opinions and experiences in regular meetings with the Programme Director. Some teachers are involved in the Programme Committee.

Programme Committee

The Programme Committee (in Dutch: Opleidingscommissie) is a legal body supporting educational quality enhancement. The Programme Committee has 3-5 teaching staff members and an equal number of students. The Programme Committee discusses educational experiences and results and advises the Programme Director about improvements. The Programme Committee also monitors the realisation of improvements.

NVAO

All programmes are subject to external Quality Assurance for maintaining national accreditation by the NVAO. The NVAO framework overlooks our internal Quality Assurance cycles every six years. The NVAO assesses in particular the profile of the programme, the final qualifications, graduation rates, quality of staff, and viability of the programme.

CONSULTATIVE COMMITTEES

Educational Feedback Committee (EFC)

The EFC is a student committee that forms part of Communiqué. The EFC collects feedback of students on the programme and on

specific modules, and ensures that the feedback is passed on to the relevant people within the programme (module coordinators, teaching staff, Programme Coordinator, or Programme Director). Students can provide their feedback online (<http://www.communique.utwente.nl/feedback>). The EFC meets once a month and considers complaints, suggestions and feedback submitted by students. When problems occur, a solution is sought in close collaboration with the teaching staff within the programme. The Programme Coordinator also attends the EFC meetings to facilitate direct and open communication between programme and students.

Examination Board Behavioural Sciences (BS)

The examination board is responsible for all aspects of testing the instruction - e.g., the procedures during exams, the quality of the exams, and the regulations with which both students and lecturers must comply. The examination board also assesses requests for exemption from exam components during your studies (exams, practical's etc.). There is one joint examination board for the Bachelor's programmes of Communication Science and Psychology and the Master's programmes of Communication Science, Psychology, and Educational Science and Technology. The examination board consists of five faculty members and is supported by a registrar. The Study Counsellors and the Programme Coordinators are advisors. The Examination Committee meets once a month. For more information see: <https://www.utwente.nl/en/bms/examboard/>.

EDUCATIONAL SYSTEMS

EDUCATIONAL APPLICATIONS

OSIRIS

OSIRIS is the electronic student information system in use at the University of Twente for all Bachelor's and Master's programmes.

- OSIRIS Courses Offering (no need to log in): Detailed information about modules (e.g., the teachers, the current form in which the modules and module components are taught, learning objectives of the modules, and literature used).
- OSIRIS Student (you need to log in): Meant for enrolment and unenrolment modules and courses, checking recent study results, an overview of study progress and study counselling.

Canvas

Canvas is the Learning Management System at the University of Twente. All modules and courses at the UT are supported with Canvas. It is used for announcements, looking up lecture sheets / interesting articles, looking up assignments and handing them in, checking (partial) grades, forming groups for assignments and the saving of shared documents.

Schedule / Timetable

MyTimetable is the application in use at the UT for the creation of personal timetables.

Detailed information about all educational applications can be found on the following website: <https://www.utwente.nl/en/education/student-services/>



ADMISSION

DUTCH HBO DEGREE

To be admitted to the pre-master programme applicants must meet a number of formal and content-related criteria.

The formal admission criteria to the pre-master programme are a bachelor's degree programme from a Dutch university for professional education (HBO-instelling), i.e. at least 240 EC's.

The content-related admission criteria are that applicants must have a Bachelor's or Master's degree in a related field (to be assessed by the programme's Admission Committee). A related field implies that an applicant possesses sufficient knowledge and understanding with regard to the content of the domain of communication science.

A student meets the domain-specific admission criterion if he/she possesses a Bachelor's or Master's degree in a domain that is similar or related to the following areas:

1. Communication Science, Media, and Behavioural Change;
2. Organisation-related sub disciplines: Corporate Communication, Public Relations, Organizational Communication, Leadership, Marketing Communication
3. Technology-related sub disciplines: Digital Media, Persuasive Technology, Human-Technology Interaction, Technical Communication, Science Communication;
4. Design-related sub disciplines: Visual Communication, Document Design, Multisensory Design;
5. Ethics and Philosophy.

A student meets the domain-specific admission criterion also if he/she has substantial relevant work experience from which he/she has mastered the aforementioned conceptual knowledge.

Related programmes (in Dutch) in any case include the following:

Bedrijfskunde	Informatica
Bestuurskunde	Informatiedienstverlening en management
Business IT & Management	International Business Languages
Commerciële Economie	International Business Management Studies
Communicatie en Multimedia Design	Hoger Hotelonderwijs
Communicatie	Hoger Toeristisch & Recreatief Onderwijs
Communicatiemanagement	Journalistiek
Communicatiesystemen	Journalistiek en voorlichting
Communicatiesystemen	Kunst en Techniek
European Studies	Management Economie en Recht
Facility Management	Media en informatiemanagement
Industrieel Product Ontwerpen	Media en Entertainment Management
Media Informatie en Communicatie	Technische Bedrijfskunde

Small Business and Retail Management
Technische Commerciële Textielkunde

Technische Informatica

Applicants with a Bachelor's or Master's degree in a non-related field (to be assessed by the programme's Admission Committee), awarded by a Dutch university for professional education (HBO-instelling) will not be admitted to the pre-master's programme Communication Science.

DUTCH UNIVERSITY DEGREE

As a student from another Dutch university, direct access to the Master's degree programme in Communication Science will depend on the subject you have taken during your Bachelor's programme.

1. Students with a degree in the humanities or technical sciences typically have to take the full 30-credit version of the pre-Master's programme first, as they do not possess enough background in communication and social-science research methods and techniques.
2. Students with a degree in the social or behavioural sciences do normally have the required knowledge and skills in research methods and techniques and are therefore exempted from the 15 credits of pre-Master's courses on these topics. However, they may still be required to take 15 credits of courses specific to the field of communication science.
3. Students with a degree in communication science from the University of Amsterdam, VU University Amsterdam, Radboud University or Wageningen University have direct access to the Master's in Communication Science.
4. Students with a degree in Communication and Information Studies awarded by Radboud University Nijmegen, Tilburg University, University of Groningen, Utrecht University, University of Amsterdam or the VU University Amsterdam have direct access to the Master's in Communication Science.

INTERNATIONAL DEGREE

- Bachelor degree in communication sciences or closely related.
- Research skills. Research techniques and methodology and experience with the use of SPSS or comparable computer-based statistical packages.
- Academic IELTS, overall band score of at least 6.5, or TOEFL, internet based (TOEFL-iBT) of at least 90, or Cambridge CAE-C (CPE).
- In addition, Chinese nationals need a Nuffic certificate.

ENROLMENT

ENROLMENT PROCEDURE AND DEADLINES FOR APPLICATION

Here, you will find the key dates for the pre-master's programmes applications. Submit your application as soon as possible but no later than the following dates (depending on the start date of the programme you are applying for).

Application deadlines for Dutch students

For the pre-master's programme Communication Science there is the opportunity of enrolling either in February or in September. Dutch students completed a HBO/University degree:

1. Deadline for completion of the application and all required uploads
 - Start September: before 1 August
 - Start February: before 1 January
2. Deadline for submission of required documents for enrolment
 - Start September: before 1 September
 - Start February: before 1 February

Applications deadlines for international students

For the pre-master's programme Communication Science there is the opportunity of enrolling either in February or in September.

Visa students

Students changing the purpose of their stay also need to meet these deadlines.

1. Deadline completed application with all the required uploads submitted via Osiris
 - Start September: before 1 May
 - Start February: before 1 October
2. Deadline for accepting Offer of Admission (after admission)
 - Start September: before 1 June
 - Start February: before 1 November
3. Deadline to submit the final certified photocopies
 - Start September: before 1 September
 - Start February: before 1 February

Please be aware that the application will not be finished as long as the final certified photocopies are not provided. The sooner the documents are provided the sooner your application file will be completed.

European (non-visa) students

1. Deadline completed application with all the required uploads submitted via Osiris
 - Start September: before 1 July
 - Start February: before 1 December
2. Deadline for accepting Offer of Admission (after admission)

- Start September: before 1 August
 - Start February: before 1 January
3. Deadline to submit the final certified photocopies.
 - Start September: before 1 September
 - Start February: before 1 February

You have to apply via the master's application website:
www.utwente.nl/en/education/master/how-to-apply/

There are 6 steps to apply.

1. Choose your programme.
2. Check the admission requirements.
3. International students only: Do the eligibility check.
4. Check the Application deadlines.
5. Needed documents // collect supporting material:
 - a. To start your application procedure you will need the following documents. Please note that you will submit these documents digitally. If any hardcopy documents are required from you, Admission Office will notify you of this and tell you where to send them to.
 - b. A bachelor's degree certificate or an equivalent qualification certificate (if available)
 - c. An official transcript of records or preliminary transcript of records in Dutch or English
 - d. A certified official translation of your bachelor's degree certificate and transcript of records if not in Dutch, German or English
 - e. Official English test score results (IELTS or Toefl IBt)
 - f. An additional Higher Degree certificate and transcript and official translation if applicable (if applicable)
 - g. An abstract of your final bachelor's project (thesis)
 - h. A valid international passport
 - i. Curriculum vitae (CV)
 - j. Letter of motivation
 - k. Contact information of two references (reference letters are not required)
6. Start the application procedure / form.

If you have questions regarding the application procedures and the application form please contact:

University of Twente, Student Services.

Building: Vrijhof, room 239B.

Tel: 053 – 489 2124

E-Mail: studentservices@utwente.nl

If you have any questions regarding the content of the master's or pre-master's programme, please contact the programme's study adviser: Ms. Jeanet Luijterink





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