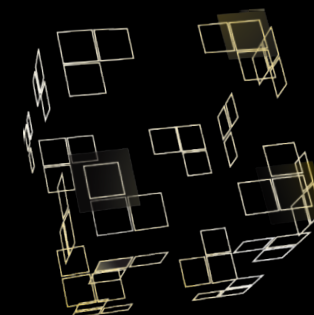
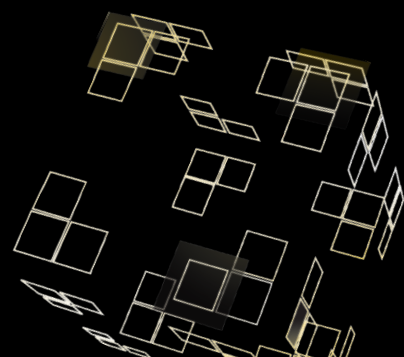
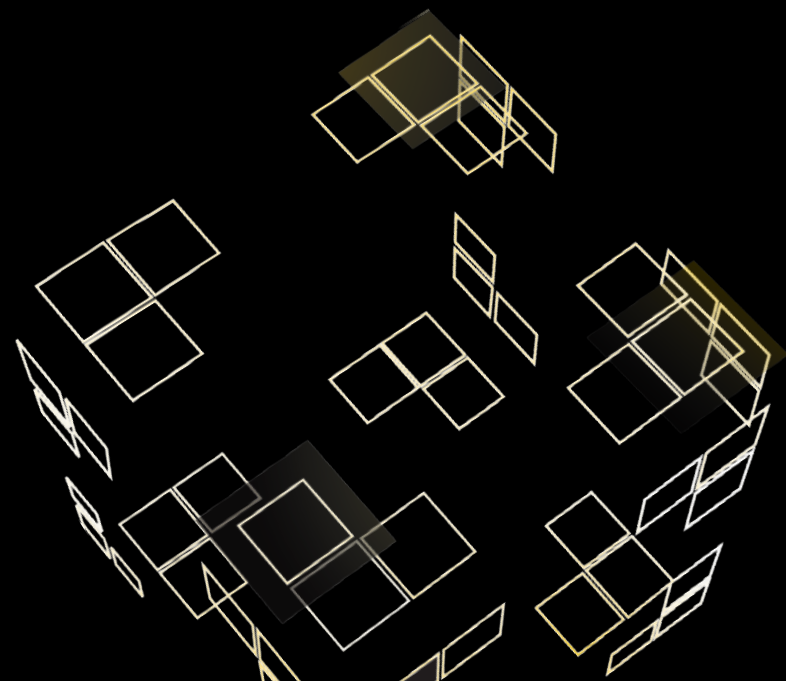




# COMMUNICATION STUDIES MASTER'S PROGRAMME

**UNIVERSITY  
OF TWENTE.**





1.  
THIS IS  
COMMUNICATION  
SCIENCE



2.  
THIS IS YOU



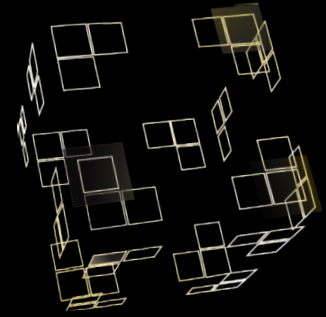
3.  
THIS IS  
OUR WORLD



4.  
THIS IS OUR  
PROGRAMME



5.  
CAREER  
PROSPECTS



# 1. THIS IS COMMUNICATION SCIENCE

# First phase: **SENDING**

## Speaking and writing well



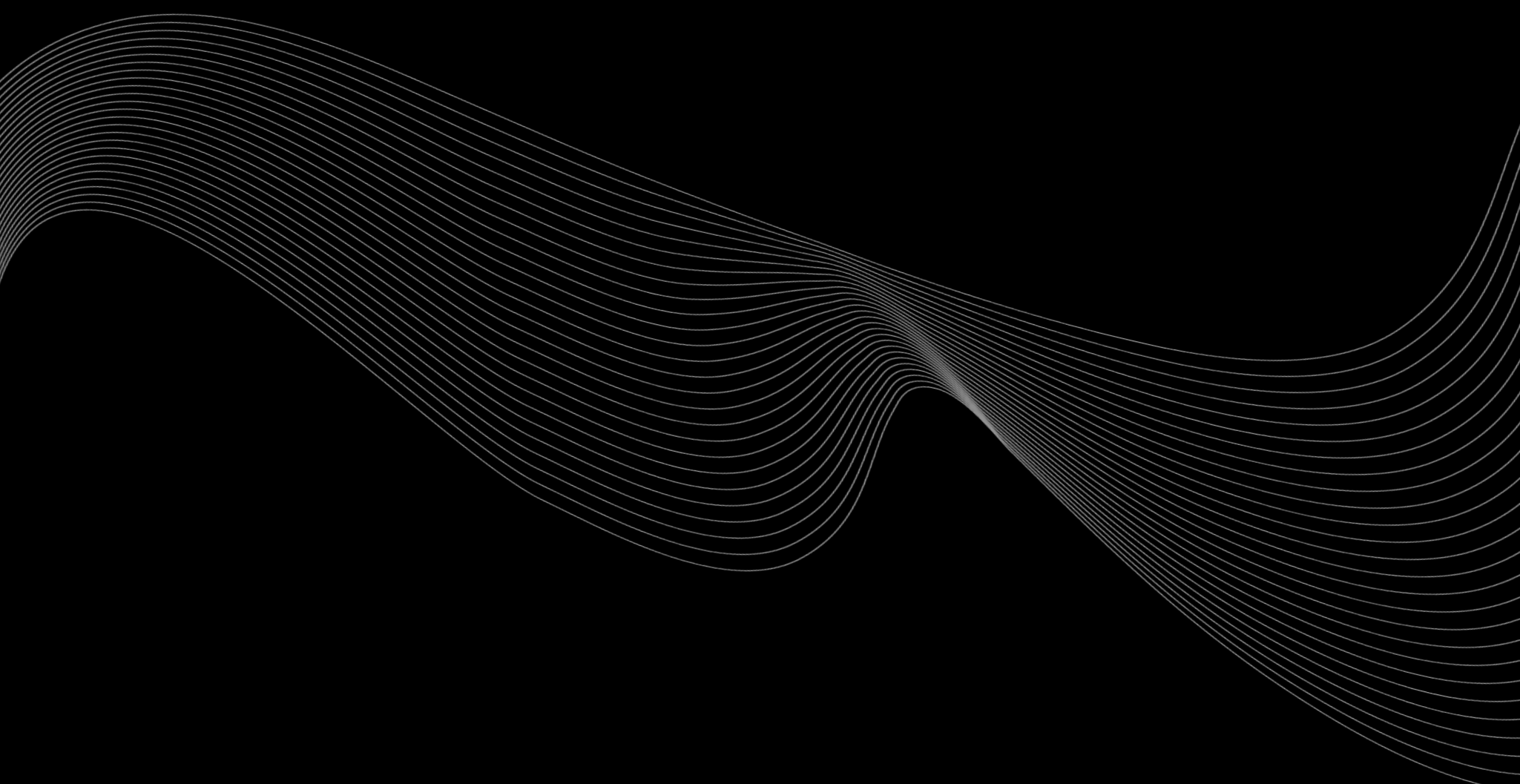
First phase: **SENDING**  
**Speaking and writing well**



Second phase: **MEDIA**  
**Sending and receiving**

First phase: **SENDING**  
Speaking and writing well

Third phase: **SENSEMAKING**  
Complex, context-sensitive,  
mediated, multidisciplinary



Second phase: **MEDIA**  
Sending and receiving



**COMMUNICATION SCIENCE:  
A lens through which we see reality**



**Sharing information  
Interaction  
Collaboration**

**Connecting  
Bonding  
Bridging**

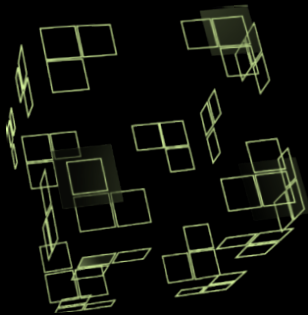
**Perspective-taking  
Empathy**

**Sensemaking  
Storytelling**

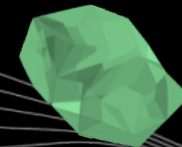
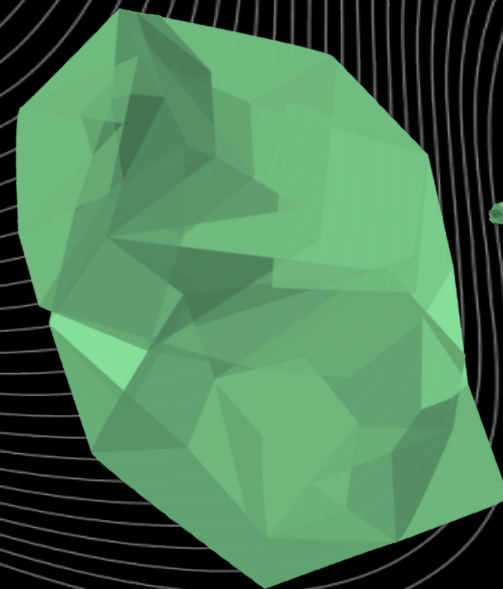
**Identity  
Image**

**Authenticity  
Transparency  
Honesty**





## 2. THIS IS YOU



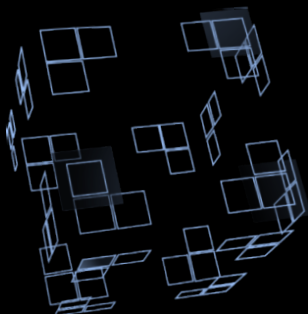
YOU WANT TO  
CONTRIBUTE TO AN  
INCLUSIVE SOCIETY

YOU BELIEVE IN NEW  
REVOLUTIONARY WAYS OF  
COMMUNICATING

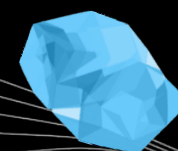
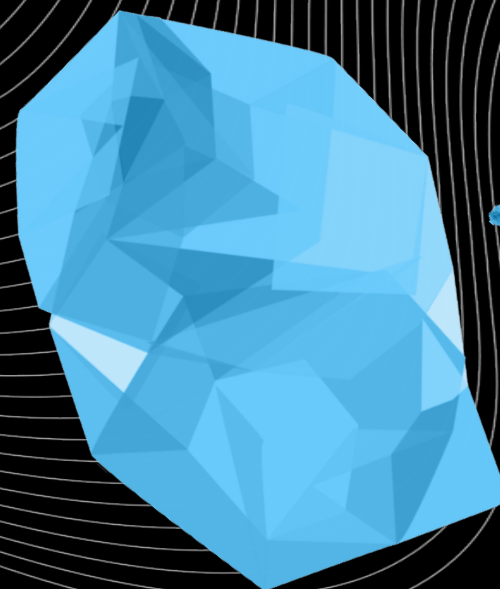
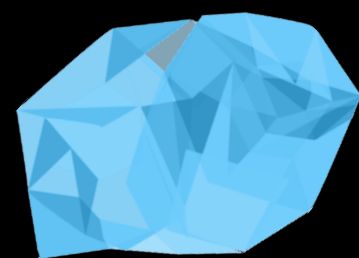
YOU ARE AWARE OF THE IMPACT OF  
TECHNOLOGY ON SOCIETY, BUT NOT  
NECESSARILY A TECHNICIAN  
YOURSELF

UNIVERSITY  
OF TWENTE.





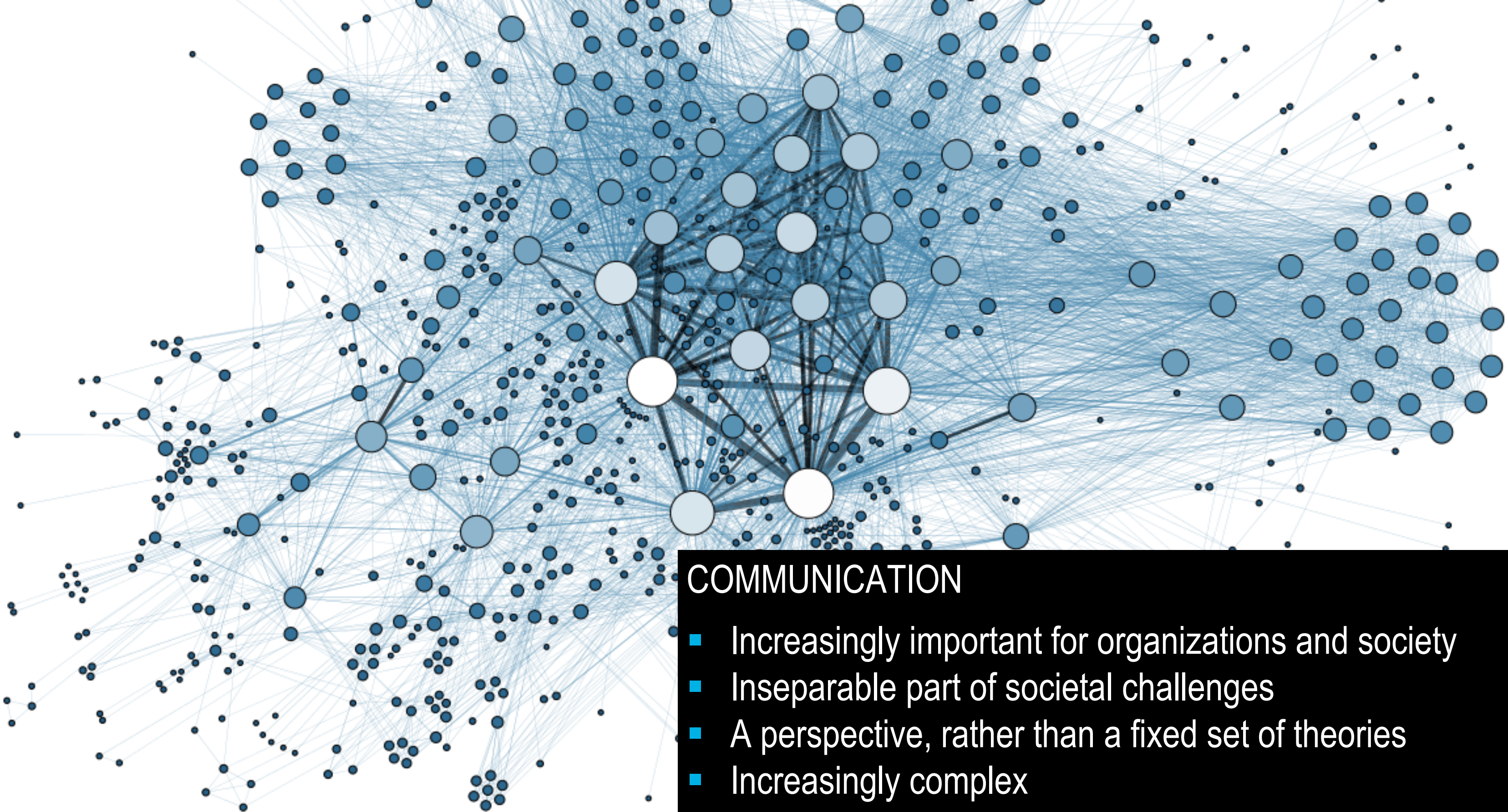
# 3. THIS IS OUR WORLD





## OUR WORLD

- Everything is changing constantly
- Technology affects everything; we affect technology
- Confusing complexity; we need to make sense

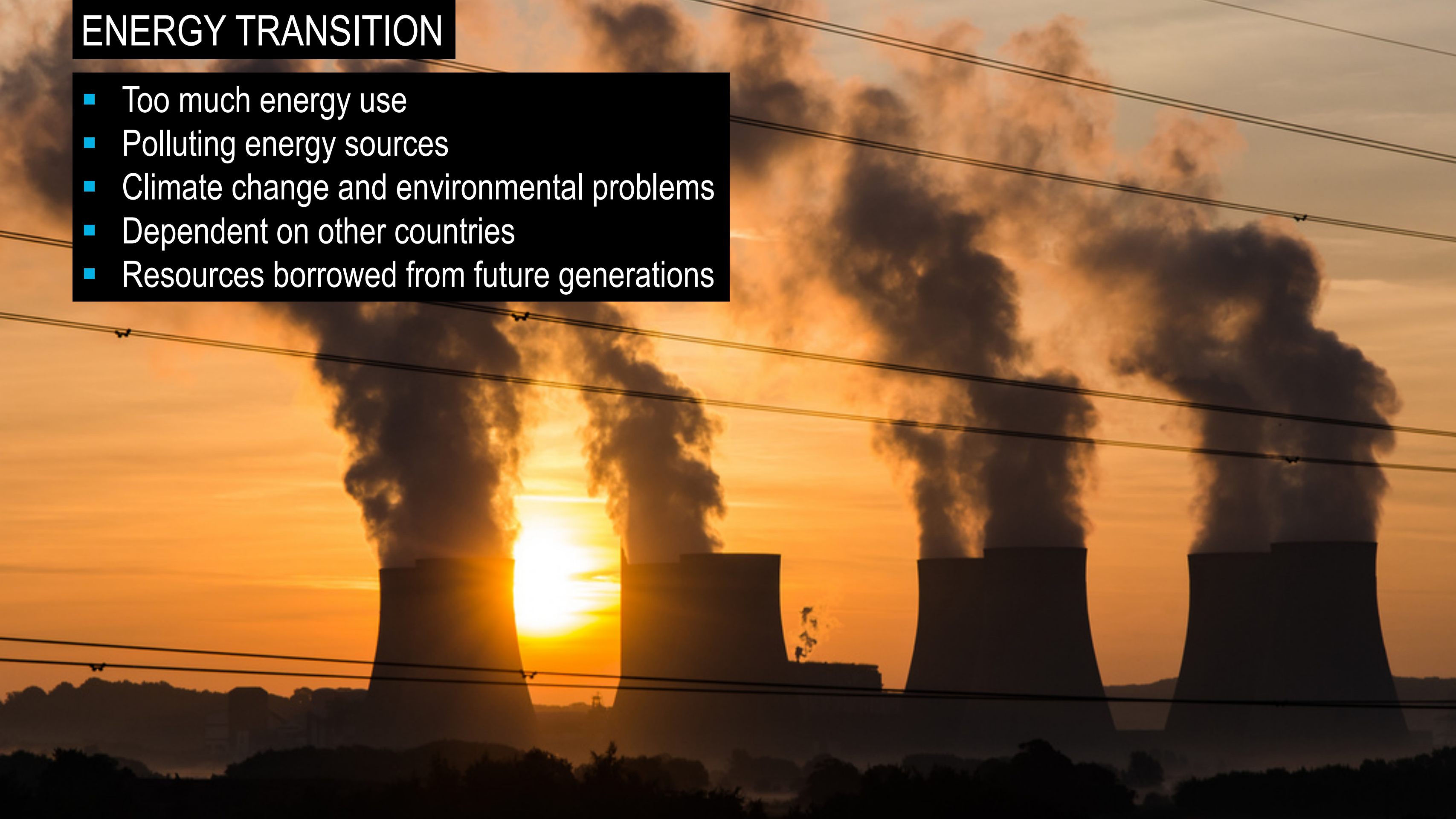


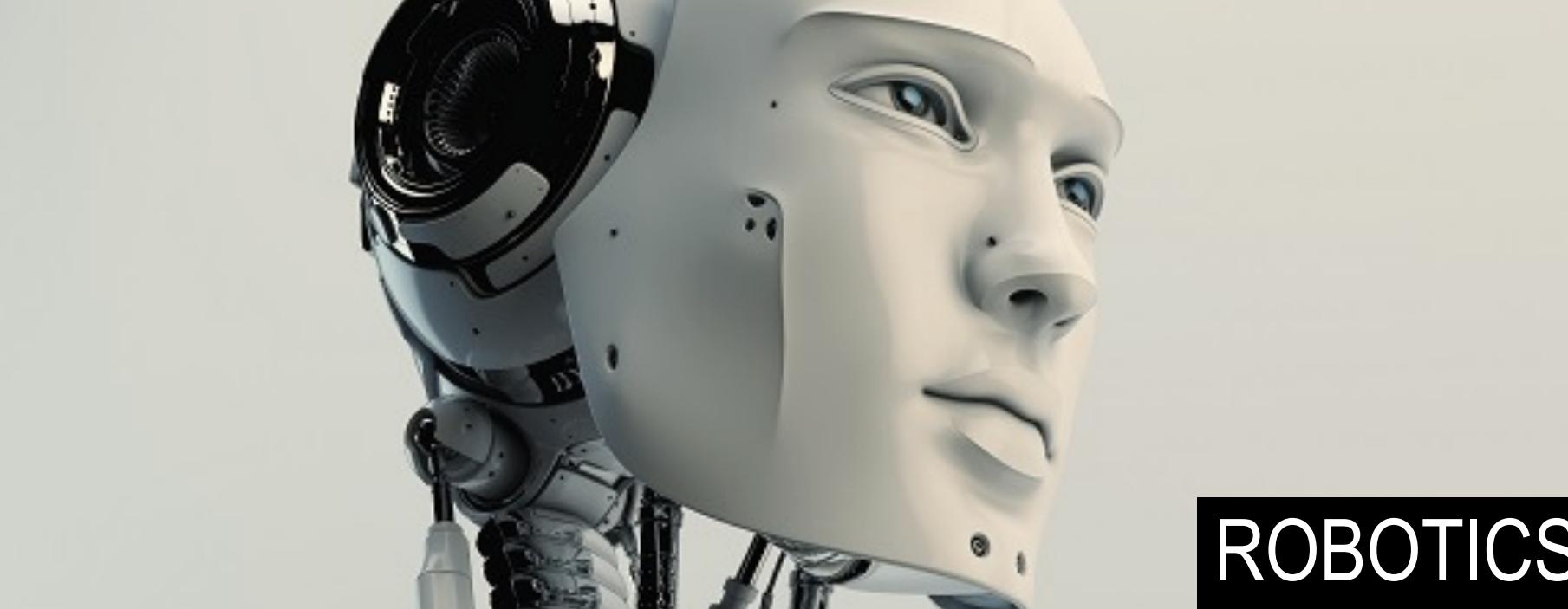
**COMMUNICATION**

- Increasingly important for organizations and society
- Inseparable part of societal challenges
- A perspective, rather than a fixed set of theories
- Increasingly complex
- Increasingly strategic

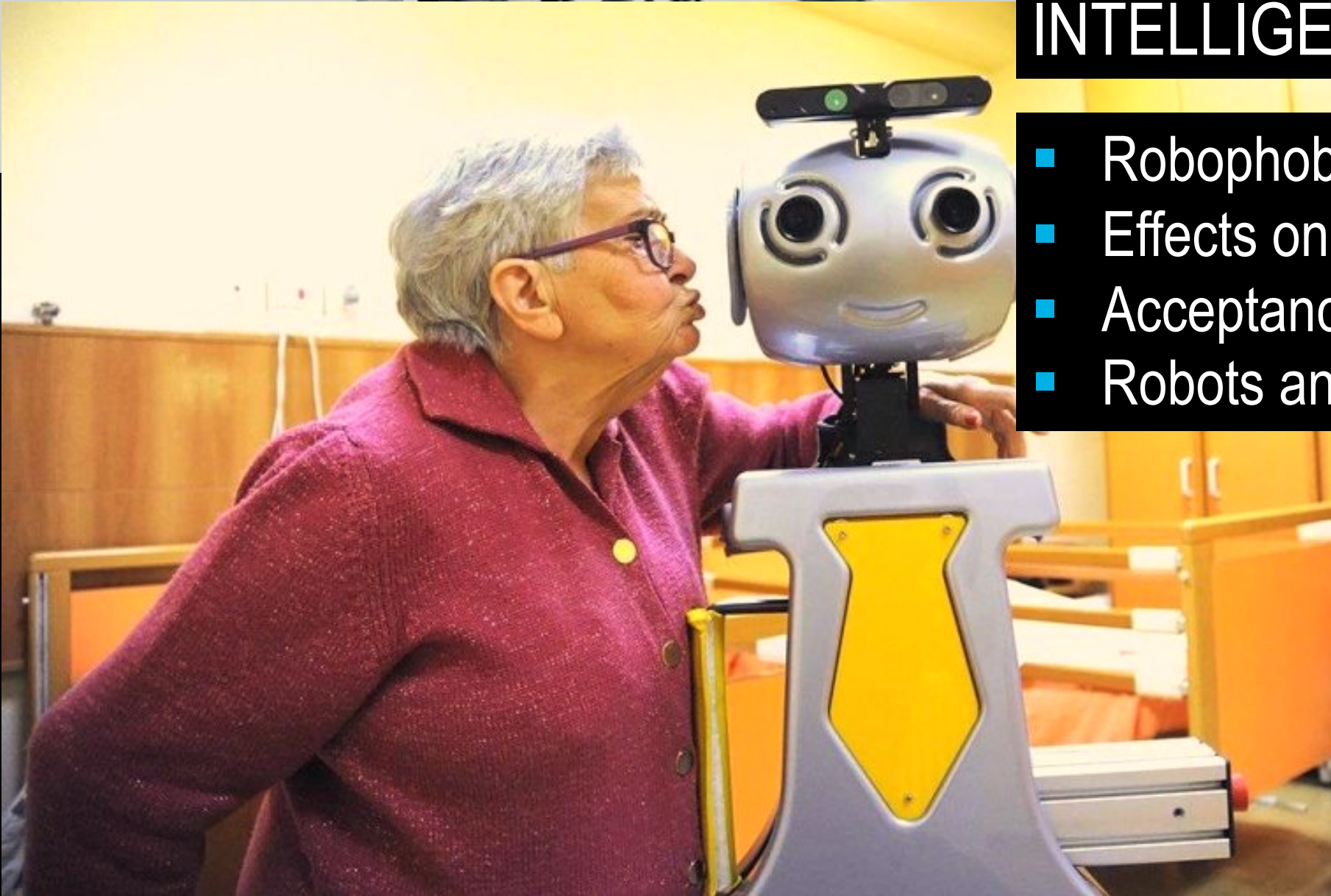
# ENERGY TRANSITION

- Too much energy use
- Polluting energy sources
- Climate change and environmental problems
- Dependent on other countries
- Resources borrowed from future generations





## ROBOTICS AND ARTIFICIAL INTELLIGENCE



- Robophobia
- Effects on employability and work
- Acceptance and appropriation of social robots
- Robots and human interaction

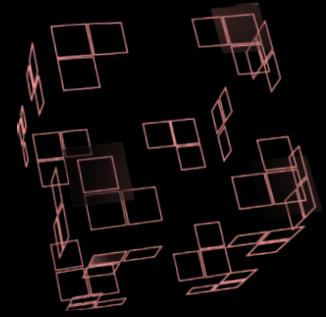


# POLARIZATION

- Filter bubbles, echo chambers
- Democracy and populism
- Radicalization
- Inclusiveness of society



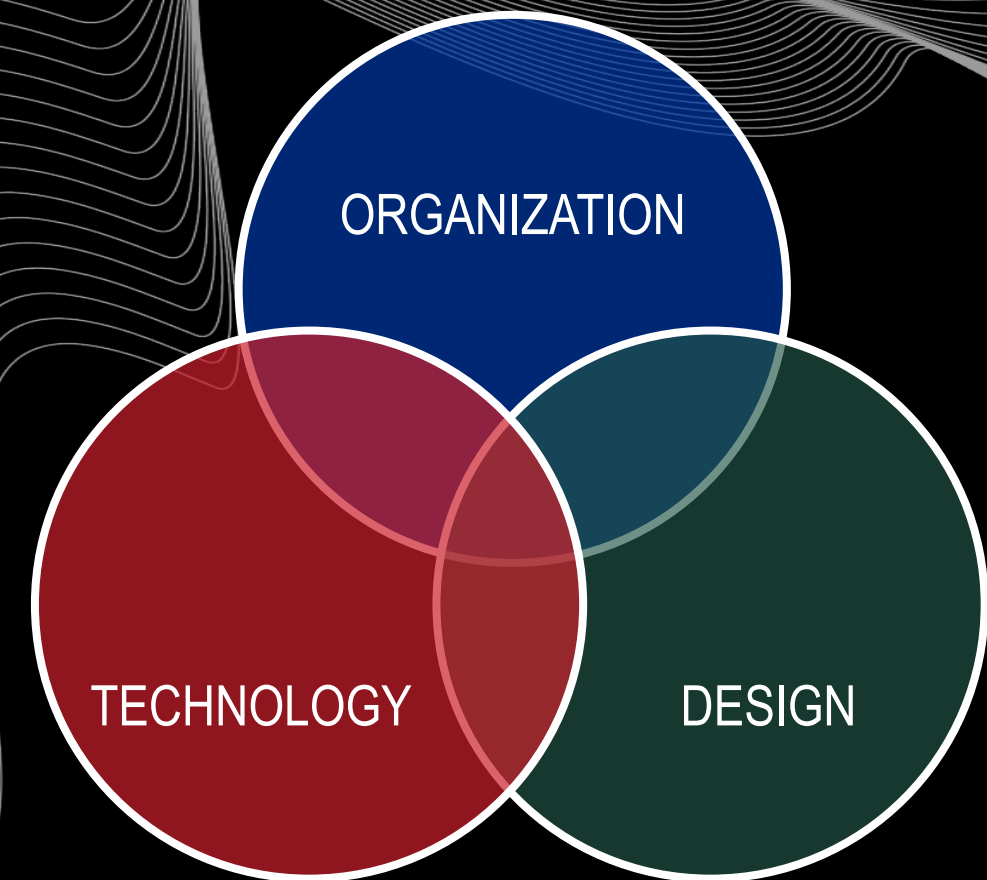




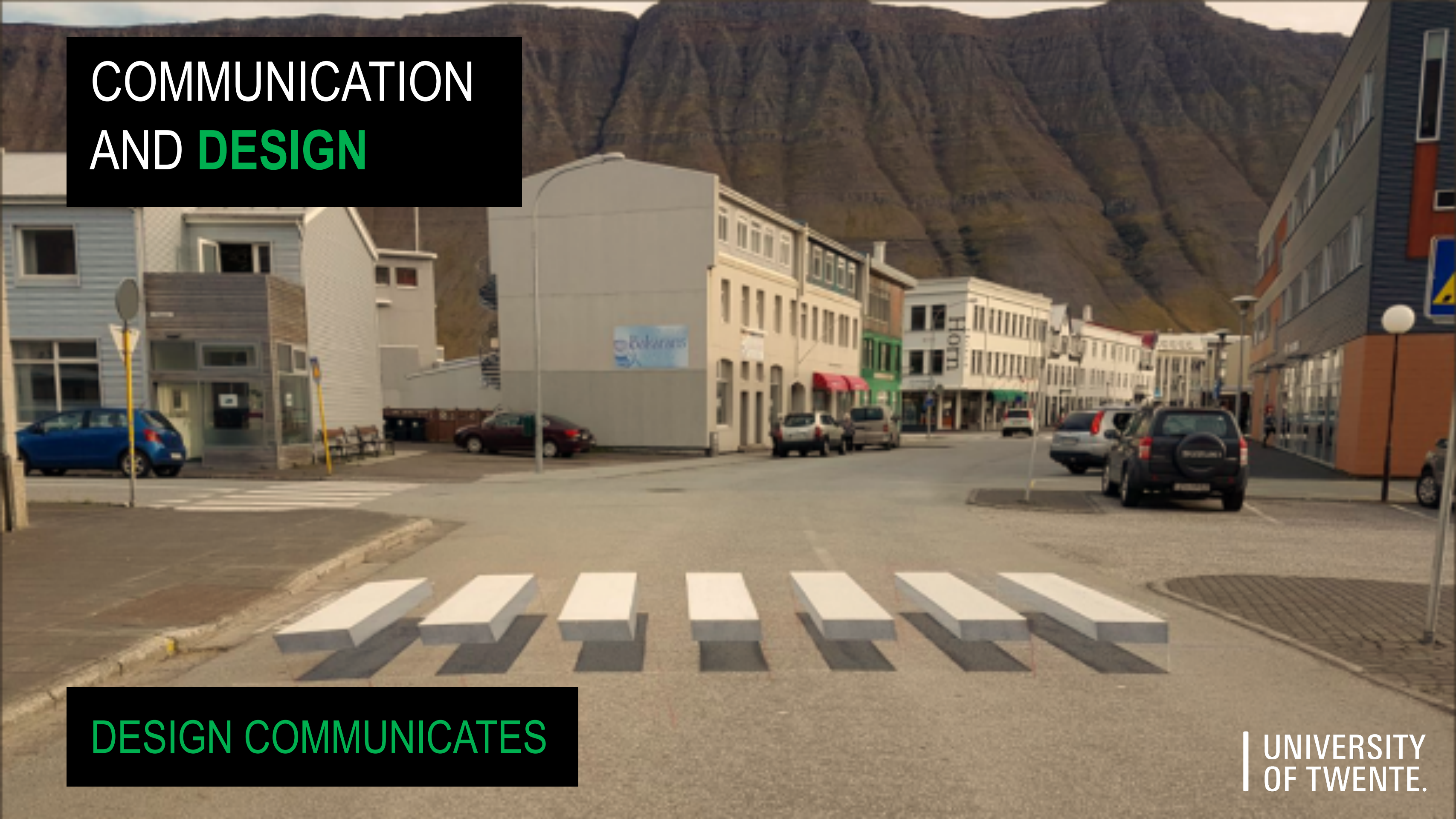
**4. THIS IS**  
**OUR PROGRAMME**

# THE COMMUNICATION PROFESSIONAL OF THE FUTURE

- Strategic & hands-on
- Academic rigour & practical relevance
- Interwoven with societal challenges & organizational issues
- Connecting design, technology & organization



# COMMUNICATION AND DESIGN



DESIGN COMMUNICATES

# COMMUNICATION AND TECHNOLOGY

COMMUNICATION AND  
TECHNOLOGY TEAM UP



# COMMUNICATION AND ORGANIZATION

ORGANIZATION IS COMMUNICATING

# OUR PROGRAMME

## SEMESTER 1

### Block 1A

Essentials in  
Communication  
Science

Societal Challenges

Elective/Specialization  
Course

### Block 1B

Research Topics

Elective/Specialization  
Course

Elective/Specialization  
Course

## SEMESTER 2

### Block 2A

Graduation Project  
CS

-Master Thesis-

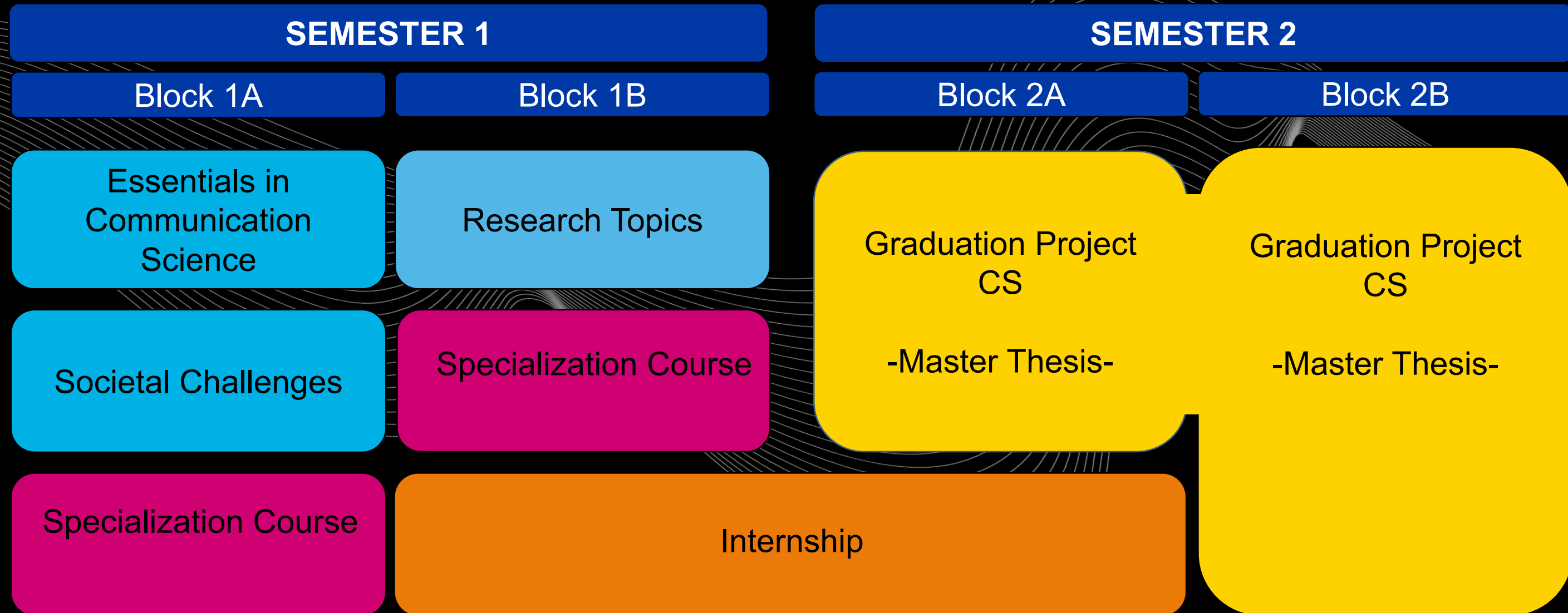
Elective/Specialization  
Course

### Block 2B

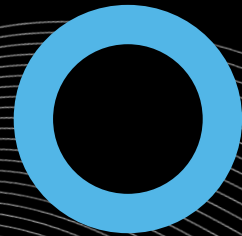
Graduation Project  
CS

-Master Thesis-

# OUR PROGRAMME



# SPECIALIZATIONS



ORGANIZATIONAL COMMUNICATION & REPUTATION



TECHNOLOGY & COMMUNICATION



DIGITAL MARKETING COMMUNICATION  
(collaboration with BA)



MARKETING COMMUNICATION & DESIGN  
(collaboration with IDE)



# ORGANIZATIONAL COMMUNICATION & REPUTATION

- What are the effects of new ways of working on organizational communication and employee attitudes?
- How do corporate social responsibility (CSR) activities affect stakeholder perceptions and behavior?
- How do organizations use public affairs and lobbying to optimize their position in society?



# ORGANIZATIONAL COMMUNICATION & REPUTATION

## Specialization courses

- Networked business communication
- Public affairs
- Work and technology
- Reputation management
- Vision, strategy, and leadership
- Trust and risk



# ○ TECHNOLOGY & COMMUNICATION

- How do people make use of digital media and what are the effects on their daily life and work?
- How do people learn to use new technologies and what support do they need?
- How are new technologies designed and what is the communication specialist's role in this process?



# TECHNOLOGY & COMMUNICATION

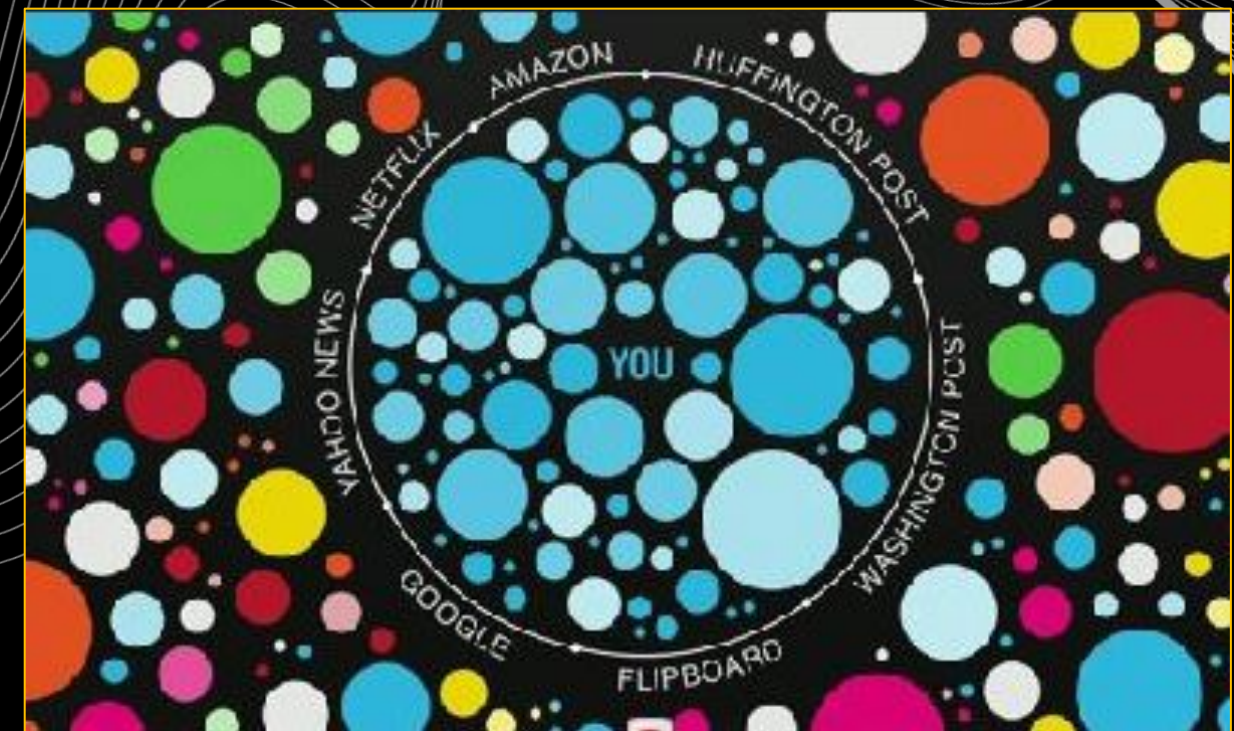
## Specialization courses:

- Human-centred design
- User support
- Work and technology
- Social implications of the internet
- Trust and risk



# DIGITAL MARKETING COMMUNICATION

- How do today's leading firms use information technology and data management to create and exploit new business intelligence?
- What is effective advertising and marketing communication in the fast changing digital world?
- How do internet and social media sometimes result in damaging and dangerous symptoms and behaviours?



# DIGITAL MARKETING COMMUNICATION

## Specialization courses:

- E-strategizing
- Advertising and consumer psychology
- Data Science
- Advanced topics in digital marketing
- Trust and risk



# MARKETING COMMUNICATION & DESIGN

- How do product, package, and environmental design influence consumer perceptions?
- How can design contribute to behavioural change?
- How can design elements cause different types of information processing, ranging from deliberate to automatic types of processing?



# MARKETING COMMUNICATION & DESIGN

## Specialization courses:

- Human-centred design
- Advertising and consumer psychology
- Design and service experience
- Reputation management
- Design and behaviour change





# MASTER THESIS

## Cultural Differences and User Instructions: Effects of a Culturally Adapted Manual Structure on Western and Chinese Users

Qian Li, Menno D.T.

Educ Inf Technol (2016) 21:971-990  
DOI 10.1007/s10639-014-9363-3

### Tablet use in primary education: Adoption hurdles and attitude determinants

Alexander J. A. M. van Deursen •  
Somaya ben Allouch • Laura P. Ruijter

## Original Research

“There Is Something We Need to Tell You...”:  
Communicating Health-Screening Results to Older Adults via the Internet

Sander Beukema, MSc<sup>1</sup>, Lex van Velsen, PhD<sup>2,3</sup>  
Stephanie Jansen-Kosterink, PhD<sup>2</sup>, and Joyce Karreman, PhD<sup>1</sup>

<sup>1</sup>Department of Communication Science and <sup>2</sup>Biomedical Signals and Systems Group, University of Twente, Enschede, Netherlands.

<sup>3</sup>Roessingh Research and Development, Telemedicine Cluster, Enschede, Netherlands.

### Introduction

Informing patients about their health status is an important part of many healthcare professionals' work, and this topic is addressed in depth during their education, especially in case of bad news (“news that results in a cognitive, behavioral, or emotional deficit in the person receiving the news that persists for some time after the news is received”<sup>1</sup>), the mode of delivery is highly important, since

Applied Research



Contents lists available at ScienceDirect

Food Quality and Preference

journal homepage: [www.elsevier.com/locate/foodqual](http://www.elsevier.com/locate/foodqual)



## Healthy package, healthy product? Effects of packaging design as a function of purchase setting



Thomas J.L. van Rompay\*, Florian Deterink, Anna Fenko

Department of Communication Science, University of Twente, The Netherlands

### ARTICLE INFO

Article history:  
Received 28 December 2015  
Received in revised form 3 June 2016  
Accepted 9 June 2016  
Available online 9 June 2016

### ABSTRACT

Inspired by research testifying to the influence of visual packaging appearance and meaning portrayal on food evaluation, here it is argued that effects of packaging design vary depending on purchase context. Realistic packaging variants for a fictitious yoghurt brand varying in health connotation were designed. Data were collected during two field studies in the entrance halls of a discount supermarket visited by price sensitive buyers and a green supermarket frequented by organic buyers respectively. Results from a taste session in which shoppers tasted an identical yoghurt variant from either one of the two package variants revealed that packaging design influenced taste evaluation in the discount supermarket only, with a more healthy packaging appearance positively affecting perceptions of food healthiness. A follow-up study further stressed the importance of considering store environment and related shopper concerns in (packaging) design practice.

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Public Relations Review 41 (2015) 80–88

Contents lists available at ScienceDirect

Public Relations Review



ELSEVIER

## Competing frames and tone in corporate communication versus media coverage during a crisis



Jos Nijkrake<sup>a</sup>, Jordy F. Gosselt<sup>a,\*</sup>, Jan M. Gutteling<sup>b</sup>

<sup>a</sup> University of Twente, Department of Communication Studies, The Netherlands

<sup>b</sup> University of Twente, Department of Conflict, Risk and Safety, The Netherlands

# UNIVERSITY OF **MIRNA**



# ABOUT ME

- My background
- Why did I choose Communication Science?
- From applied university (HBO) to university
- Bachelor versus Master

# OUR PROGRAMME

## SEMESTER 1

### Block 1A

Essentials in  
Communication  
Science

Societal Challenges

Elective/Specialization  
Course

### Block 1B

Research Topics

Elective/Specialization  
Course

Elective/Specialization  
Course

## SEMESTER 2

### Block 2A

Graduation Project  
CS

-Master Thesis-

Elective/Specialization  
Course

### Block 2B

Graduation Project  
CS

-Master Thesis-

# ORGANIZATIONAL COMMUNICATION & REPUTATION

## Specialization courses

- Networked business communication
- Public affairs
- Work and technology
- Reputation management
- Vision, strategy, and leadership
- Trust and risk

## Elective courses

- E-strategizing
- Advertising & consumer psychology



# COMMUNITY

**Career mentoring**



**Close connection  
between students and  
professors**

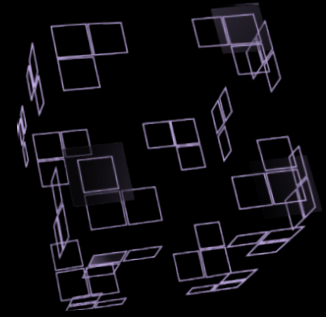


**Group activities**



**Research and education**

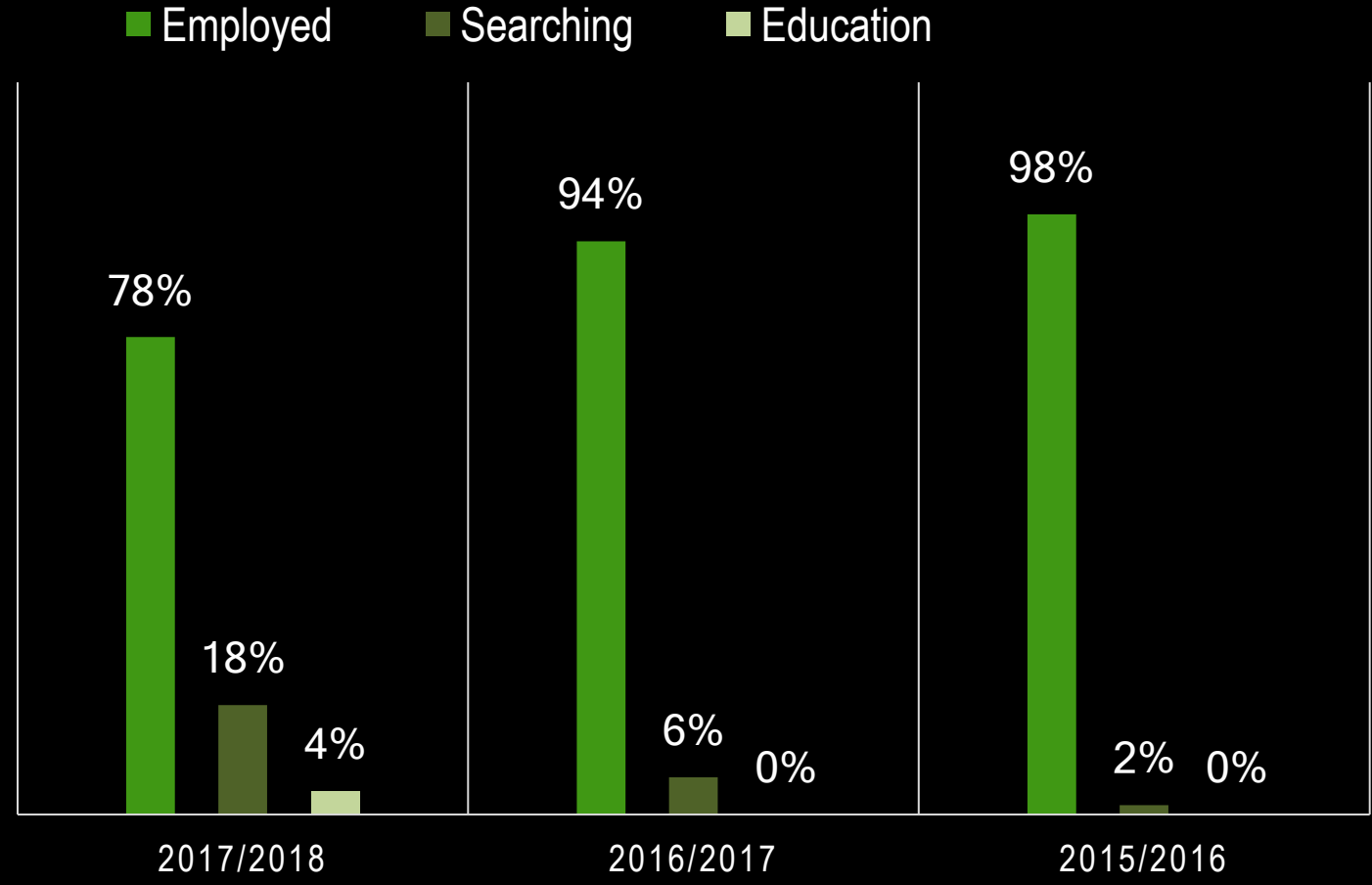




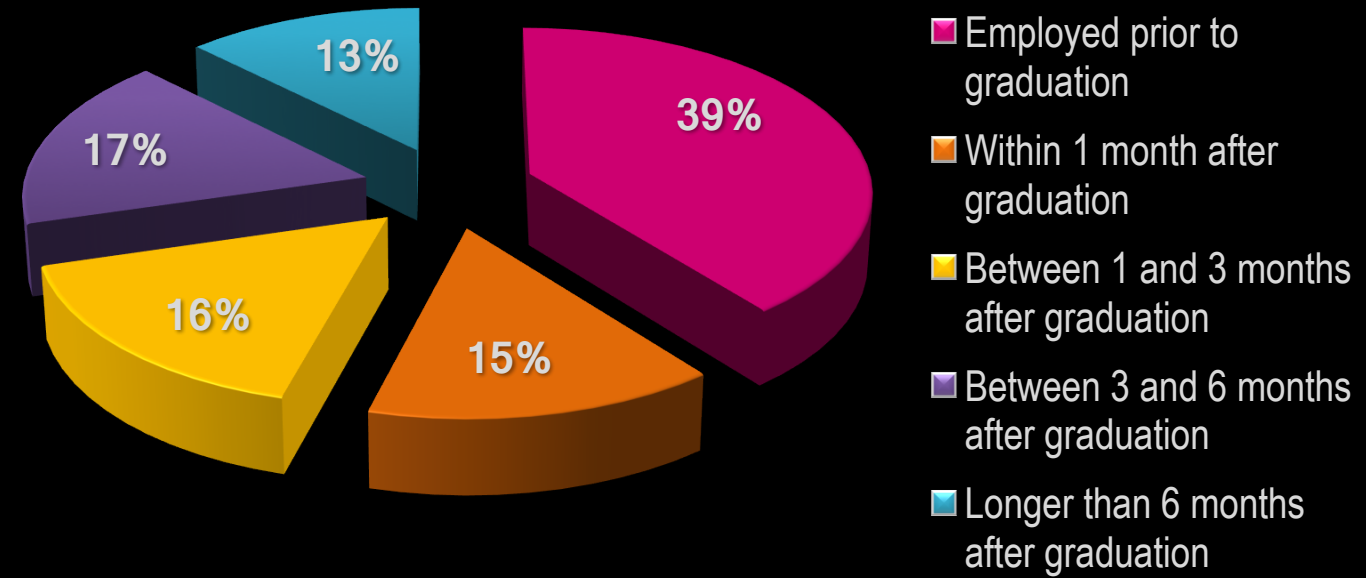
**5. WHAT ARE  
YOUR CAREER  
PROSPECTS?**

# LABOUR MARKET FACTS AND FIGURES

ALUMNI STATUS BY GRADUATION YEAR



TIME SPAN UNTIL FIRST JOB





# LABOUR MARKET

JOB OPPORTUNITIES

Top 5 jobs, based on function title

1. Marketing and advertising
2. Public relations and communication
3. Management consulting
4. ICT services
5. Research

# Marketeer

Trainer

Copywriter

Researcher

Content manager

Sustainability manager

# Communications Advisor

Online marketeer

# Marketing and Communication Employee

# Accountmanager

Brand manager

# Social media manager

# Consultant

Corporate brand manager

# Designer

# Freelancer

# Project manager

# PhD student

Owner communication agency

Product manager

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[bit.ly/MCOMUT](https://www.utwente.nl/en/education/master/programmes/communication-studies)

(or)

[https://www.utwente.nl/en/education/master/  
programmes/communication-studies](https://www.utwente.nl/en/education/master/programmes/communication-studies)