COMMUNICATION STUDIES
MASTER’S PROGRAMME

UNIVERSITY OF TWENTE.
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

Second phase: MEDIA
Sending and receiving

Third phase: SENSEMAKING
Complex, context-sensitive, mediated, multidisciplinary
COMMUNICATION SCIENCE: A lens through which we see reality
2. THIS IS YOU
YOU ARE AWARE OF THE IMPACT OF TECHNOLOGY ON SOCIETY, BUT NOT NECESSARILY A TECHNICIAN YOURSELF

YOU WANT TO CONTRIBUTE TO AN INCLUSIVE SOCIETY

YOU BELIEVE IN NEW REVOLUTIONARY WAYS OF COMMUNICATING
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
Robophobia
Effects on employability and work
Acceptance and appropriation of social robots
Robots and human interaction

ROBOTICS AND ARTIFICIAL INTELLIGENCE
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 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

SEMESTER 2
Block 2A
Graduation Project CS
-Master Thesis-
Elective/Specialization Course

Block 2B
Graduation Project CS
-Master Thesis-
Elective/Specialization Course
OUR PROGRAMME

SEMMESTER 1
Block 1A
Essentials in Communication Science
Societal Challenges
Specialization Course

Block 1B
Research Topics

SEMMESTER 2
Block 2A
Graduation Project CS
-Master Thesis-

Block 2B
Graduation Project CS
-Master Thesis-

Internship
SPECIALIZATIONS

ORGANIZATIONAL COMMUNICATION & REPUTATION

TECHNOLOGY & COMMUNICATION

DIGITAL MARKETING COMMUNICATION
  (collaboration with BA)

MARKETING COMMUNICATION & DESIGN
  (collaboration with IDE)
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?
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?
Specialization courses:
- Human-centred design
- User support
- Work and technology
- Social implications of the internet
- Trust and risk
- 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?
Specialization courses:
- Human-centred design
- Advertising and consumer psychology
- Design and service experience
- Reputation management
- Design and behaviour change
Cultural Differences and User Instructions: Effects of a Culturally Adapted Manual Structure on Western and Chinese Users

Qian Li, Manno D.T.

Tablet use in primary education: Adoption hurdles and attitude determinants

Alexander J. A. M. van deursen · Somaya ben Allouch · Laura P. Ruijter

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

Sander Buikema, MSc; Lex van Veelen, PhD; Stephanie Jansen-Kosterink, PhD; and Joyce Karren, PhD

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2Health Research and Development, Telemedicine Cluster, Enschede, Netherlands.

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

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ABSTRACT

Inspired by research relating to the influence of visual packaging appearance and marketing portrayal on food evaluation, here it is argued that effects of packaging design vary depending on purchase context. Results from a taste session in which shoppers tasted an identical yoghurt sample from either one of two packaging variants revealed that packaging design influenced taste evaluation only in the discount supermarket, with a more healthy packaging appearance positively affecting perceptions of food healthiness. A follow-up study further assessed the importance of consumers’ and related shopper concerns in packaging design practice.

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

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ABOUT ME

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

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- Block 1A: Essentials in Communication Science
- Block 1B: Research Topics
- Societal Challenges
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**SEMESTER 2**
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- Block 2B: Graduation Project CS - Master Thesis-
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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
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
UNIVERSITY OF TWENTE.

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