



UNIVERSITEIT VAN AMSTERDAM
Geesteswetenschappen

Master Week

Global Cross-Media Cultures

Toni Pape (t.pape@uva.nl), 16:00-17:00





Today (16:00-17:00)

1. Our programme profile
2. Our programme structure
3. Your career prospects
4. Admission and entry requirements
5. Q&A





Global Cross-Media Cultures

This programme studies contemporary **media culture** with a focus on

- **networked relations between media** and
- **ongoing transformations** of these relations.

1 Watching *Mean Girls* in 23 parts on TikTok

The screenshot shows the TikTok profile for 'meangirls'. The profile name is 'meangirls' with a verified badge and the bio 'Mean Girls'. There is a 'Follow' button. The profile statistics are: 6 Following, 173.4K Followers, and 2.4M Likes. Below the statistics, there is a bio update: 'Get in loser. Mean Girls on Digital & Paramount+. New movie in theatres Jan 12.' and a link to 'paramnt.us/MeanGirlsPM'. At the bottom, there are tabs for 'Videos' and 'Liked'.

2 Cross-platform promotion of fashion

The screenshot shows an article titled "'Vogue' Says Met Gala Content Clocked 200 Million Cross-Platform Views". The author is 'By Geoff Weiss' and the date is '09/17/2021'. There are social media sharing icons for Facebook, Twitter, LinkedIn, and Email. Below the text is a photograph of two people in formal attire, a woman in a pink dress and a man in a black tuxedo, standing together.

3 TV's data cultures

The screenshot shows 'YouTube Video Performance' analytics. It includes a 'Filter By Video' dropdown menu. The main metrics are:

- VIDEOS:** 1,281 VIEWS (LAST 28 DAYS), 285 LIKES (LAST 7 DAYS), 13 DISLIKES (YESTERDAY).
- ENGAGEMENT:** 24K VIEWS (BY WEEK), 479 LIKES, 14 DISLIKES, 71 COMMENTS, 179 SHARES.
- AUDIENCE RETENTION:** 2 min 29 sec (AVG VIEW DURATION), 29% (AVG VIEW PERCENTAGE).

Global Cross-Media Cultures

Our approach is structured around **three areas of specialization**, where each “*trans*” indicates a form of media *crossing* over into each other or into culture.

1 (Trans)national Mediascapes

Focus on global media production, circulation and consumption

Important concepts:

- Convergence and multiplication
- Globalization and mobility
- Migration and colonial legacies
- Political economy

2 (Trans)formations of Infrastructure and Experience

Focus on media environments and industries and how they shape experience

Important concepts:

- Networks, and platforms
- Immersion, gamification
- Programs, apps, assemblages
- Audiences, viewers, users
- Aesthetics and politics

3 (Trans)sexualities and genders

Focus on mediations of gender and sexuality, feminist, queer and trans theories

Important concepts:

- Online and digital intimacies
- Dating cultures
- Sex tech and pornification
- Fashion and gender
- Communities and (dis)identities



Global Cross-Media Cultures

Here the titles of some M.A. thesis projects conducted by our students:

1 (Trans)national Mediascapes

- From Brigitte Bardot to Bridget Jones: Hegemonic Frameworks of Feminine Selfhood in Pop Culture Media
- *Ongehoord Nieuws* and the Journalist Code: Pluralism, Populism and Politics in the Dutch Public Service Broadcasting System.

2 (Trans)formations of Infrastructure and Experience

- A Comparative Analysis of the Attention-driven Streaming Platforms: Prime Video, Epic Games, Meta Quest.
- Television Reboots: The Political Economy of Risk Reduction, The Complexity of Nostalgia, and Nostalgic Culture Wars in *Charmed*.

3 (Trans)sexualities and genders

- 'Be Masc, Be White': The Influence of Pornography on the Gendered and Racialised Hierarchy of Homosexual Desire.
- Don't Fix the Women, Fix the System: Audience Research on the Representation of Women in Mainstream Media.

Global Cross-Media Cultures

Our approaches:

- **textual analysis** (aesthetics, storytelling, gameplay, discourse analysis)
- **production analysis**
- **audience research** (ethnographic and qualitative)
- **infrastructure analysis**
- **political economy**
- **feminist and queer analysis**





Semester 1 (more info: [study guide](#))

Block 1 (7 weeks)

(starts: beginning of Sept.)

Infrastructures and Networks

(1 lecture and 1 seminar per week, 6EC)

- Cross-media landscape and its networks
- Key concepts: technologies, platforms, industrial standards, device ecologies

Aesthetics and Storytelling

(1 lecture and 1 seminar per week, 6EC)

- Cross-media content
- Key concepts: worldbuilding, media-mix, transmedia narration, reality/life media, celebrity culture, interactivity

Block 2 (7 weeks)

(starts beginning of Nov.)

Cross-media Research Seminars

(1 seminar meeting per week per seminar, 2x 6EC)

You choose **two** seminar topics on offer.
Topics may vary from year to year.

[This year's topics](#) are:

- Audience Research and the Humanities;
- Beyond Europe: De-colonizing Media and Culture
- Israel-Palestine in Popular Culture
- Genre & Affect: Rural Media and Globalization
- Innovating Ethnographic Methods for Cross-Media Fashion Research

Block 3 (4 weeks)

Case Studies

Collaborative research in small groups guided by a lecturer of our team.



Semester 2 (more info: [study guide](#))

Block 1 (7 weeks)

Block 2 (7 weeks)

Block 3 (4 weeks)
(ends: end of June)

Thesis (18 EC)

Elective (12 EC)

On offer for students in 2024-2025 (next year topics may change):

AI and the New Conditions of Creativity / Co-Creation and Critical Curating /
Foundations of Cultural and Social Data Analysis / Sustainable Digital Media /
Appification: The Cultures and Economies of Apps / Creativity, Innovation and
Entrepreneurship in the Humanities / Digital Activism / Documentary Imagination /
Global Memory and Media / Museums, Heritage and Digital Curation / Sexuality and
Media / Social Media and Contemporary Issues / This is Film! Film Heritage in Practice
/ Archival Activism

You can select courses from other Master study programmes as an elective as well, as long as they meet the entry requirements.



Global Cross-Media Cultures

- This is an English-language programme with an English language degree.
- One year (beginning of September – end of June).
- Fulltime.
- 42 credits for courses and electives, 18 credits for a master's thesis.
- This year: 40 students (different nationalities).
- Professors: different cultural backgrounds (e.g. Australia, Hong Kong, Germany, Belgium, the Netherlands, New Zealand, Hungary, India, Indonesia).
- Opportunity to switch to a Research Master's





Career prospects



Ruby Deelen

*Head of Documentary at
100% (formerly known as
HALAL Productions)*



Robyn van Bosstraten

*Manager Nonfiction Netflix
Benelux*

Graduates of the Master's programme Global Cross-Media Cultures will have developed the skills 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. They frequently go on to become editors at broadcasting or production companies or work in different capacities in the field of journalism.

Career prospects

Cross-Media and Television industries

- Editorial team, program development, policy development, program evaluation

Cultural organisations

- Journalism, cultural criticism
- Education, heritage institutions

Commercial research

- Market and industry trends, audience research, content testing and optimization, engagement metrics,





Admissions & entry requirements

The Master's programme in Global Cross-Media Cultures is open for application to students with a **Bachelor's degree from an accredited university** in:

- Media and Culture;
- Media and Information;
- A discipline in the humanities or social sciences with a **minimum of 60 ECTS** (equivalent to two full-time semesters of academic studies) taken in courses related to media analysis, media practices, text and audience analysis or, more broadly speaking, the methodologies of cultural analysis.





Admissions & entry requirements

English language requirements

New Master's students should be able to speak, read, write and understand English at an advanced academic level. Please check carefully whether you already meet the English language requirements or whether you need to arrange to take an official English language test. See the English language requirements on the Graduate School of Humanities website.

Please check this website for more information:

<https://gsh.uva.nl/application-and-admission/english-language-requirements/english-language-requirements.html>





Pre-master's

If you do not meet the entry requirements, for example if you have a degree from a Dutch University of Applied Sciences (HBO) or an equivalent thereof, you may be eligible for admission after completing the pre-Master's programme Media Studies.

Please note: only students who do not require a residence permit to study in the Netherlands might be found eligible for a pre-Master's programme.

More information about pre-master's:

<https://gsh.uva.nl/programmes/pre-masters/media-studies.html>





Deadlines

1 March 2025

- All applicants with a non-EU/EEA nationality
- Register in Studielink by 23 February 2025!

15 May 2025

- Applicants with a Dutch or other EU/EEA nationality
 - Register in Studielink by 8 May 2025!
- * If you are an applicant with an EU/EEA nationality and wish to apply for housing, you must submit your application before 1 March.
- * If you wish to apply for a scholarship, you must submit your application before 15 January.





Q&A

- What I **can** answer:
questions about the programme itself (topics, focus, scope, structure, ...).
- What I unfortunately **cannot** answer:
 1. Questions about eligibility (I have this BA/course, am I eligible?)
Only once you have completed the application procedure, the Admissions Board will determine if you meet the eligibility criteria. These criteria can be found on the corresponding [programme](#) page, under ‘Application & admission’. Whether you are found eligible depends on your academic background, your motivation, resume, and whether your academic background is considered an equivalent to a Dutch academic Bachelor's degree. If you would like to know if your academic background is considered an equivalent to a Dutch Bachelor's, you can visit the [Nuffic](#) diploma recognition website for more information. The Admissions Board determines whether you are either admitted to the Master's programme, admitted to the pre-Master's programme or not admitted.
 2. Administrative questions or questions about the application procedure, please contact Admissions: www.uva.nl/questionform