**Article 3.2 Learning outcomes of the degree programme**

*Programme-level Learning Outcomes* (all tracks: [J], Journalism and Journalistiek; [DDL], Datafication and Digital Literacy; [MCI], Media Creation and Innovation; [SMS], Social Media and Society)

|  |  |
| --- | --- |
| **Dublin descriptors** |  |
| 1. Graduates have demonstrable knowledge and understanding that is founded upon and extends and/or enhances what is typically associated with the Bachelor’s level and that provides a basis or opportunity for originality in developing and /or applying ideas within a research context. | 1a Knowledge and understanding of the main academic theories on media with regard to specific programmes, i.e.1a.1 [J] Journalism and Journalism Studies1a.2 [DDL] Data, Datafication, and Digital Literacy1a.3[MCI] Media Production and Media Innovation1a.4[SMS] Social Media, Networks, and their relation to Society1b Knowledge and understanding of the historical, sociocultural, technological, economic and political-judicial aspects of media, media policy and media culture1c Knowledge and understanding of the influence of technological, social and cultural developments on the media profession and the process of: 1c.1 [J] gathering, selecting and presenting news; 1c.2 [DDL] datafication within society, including its relation to digital literacy and policy1c.3 [MCI] cultural production, use, and innovation within media industries1c.4 [SMS] the development of social media, networks, and their place in society1d Knowledge and understanding of media types, audiences, national and international news flows, media systems and genres |
| 2. Graduates can apply their knowledge and understanding, and problem-solving abilities in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their field of study. | 2a The ability to contribute independently to academic research on media cultures, professions, and production 2b The ability to transform an academic standard, based upon an excellent command of techniques and skills, into high quality individual or joint: 2b.1 [J] journalistic productions, in a multimedia setting if required2b.2 [DDL] data and digital literacy strategies, including policy and social initiatives2b.3 [MCI] explorations of media production and innovation processes2b.4 [SMS] data analysis and critical studies of social media, networks, and their roles in society2c The ability to situate oneself within the diverse needs of actors within specific media fields, and to actively anticipate the needs of professionals within media fields in society |
| 3. Graduates have the ability to integrate knowledge and handle complexity, and formulate judgements with incomplete or limited information, but that include reflecting on social and ethical responsibilities linked to the application of their knowledge and judgements. | 3a A professional attitude that is aware of the ethical and policy aspect of media, including: 3a.1 [J] ethical and judicial policies with regard to journalistic activities;3a.2 [DDL] governmental and societal priorities regarding digital literacy 3a.3 [MCI] fair use, copyright, and other access and media use policies3a.4 [SMS] legal and social considerations around privacy and data in society3b An awareness of the professional media field, including changes, policies, developments, and innovations3c The ability to read, weigh, interpret and construe a wide range of information and sources in the light of the value, dependability and usefulness of information and sources in a professional media context |
| 4. Graduates can communicate their conclusions, and the knowledge and rationale underpinning these, to specialist and non-specialist audiences clearly and unambiguously. | 4a The ability to transfer complex information through deliberately chosen and well-considered presentation forms and channels, taking context and target audience into account4b The ability to fairly and efficiently interact with sources, audiences, and combinations thereof |
| 5. Graduates have the learning skills to allow them to continue to study in a manner that may be largely self-directed or autonomous. | 5a The ability to systematically and creatively handle complex issues and to establish well-founded opinions5b The ability to independently direct the process of assessing and solving problems creatively5c The ability to independently plan and execute academic research5d The ability to study independently with an aim towards continuous professional development, in the course of which knowledge and experience can be applied within new contexts. |

**Appendix 1**

**Matrix of learning outcomes attained/course units passed in the degree programme in Media Studies/Master's track in Journalistiek**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  | **1. Knowledge and understanding** | **2. Applying knowledge and understanding** | **3. Making judgements** | **4. Communication** | **5. Learning skills** |
| **Year 1** | 1a.1 | 1b | 1c.1 | 1d | 2a | 2b.1 | 2c | 3a.1 | 3b | 3c | 4a | 4b | 5a | 5b | 5c | 5d |
| Journalism Studies I: Theory | x | x | x | x |  |  |  |  |  |  | x | x | x |  |  |  |
| Journalism Studies I: Methodology | x |  |  |  |  |  |  |  |  |  |  |  | x | x |  |  |
| TS I: Journalistiek en Literaire Cultuur | x | x | x | x | x |  |  |  |  | x | x | x | x | x | x | x |
| TS II: Journalism and Political Culture | x | x | x | x | x |  |  |  |  |  | x | x | x | x | x | x |
| Global Journalism | x | x | x | x | x |  |  |  |  |  | x | x | x | x | x | x |
| Vaardigheden 1: Houding en Interactie |  |  |  | x |  |  |  | x | x |  |  | x |  |  |  |  |
| Vaardigheden 2: Het journalistieke verhaal |  |  |  |  |  | x | x | x | x |  |  | x |  |  |  |  |
| Vaardigheden 3: Profilering en verdieping |  |  |  |  |  | x | x | x | x | x |  |  |  |  |  |  |
| Onderzoekscollege Journalistiek 1 [Journalism 1 Research Seminar] | x | x | x | x | x |  |  |  |  |  | x |  | x | x | x | x |
| Onderzoekscollege Journalistiek 2 [Journalism 2 Research Seminar] | x | x | x | x | x |  |  |  |  |  | x |  | x | x | x | x |
| Research Seminar I | x | x | x | x | x |  |  |  |  |  | x |  | x | x | x | x |
| Voorbereiding Ma-scriptie [Preparation for the MA Thesis] | x | x | x |  | x |  |  |  |  |  | x |  | x | x | x | x |
| Journalistieke Innovatie en Ondernemerschap |  | x | x | x |  |  | x |  |  |  | x |  | x | x |  |  |
| **Year 2** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Master’s Stage |  |  | x | x |  | x | x | x | x | x | x |  |  | x |  | x |
| Master’s Scriptie | x | x |  |  | x |  |  |  |  |  | x |  | x | x | x | x |

**Matrix of learning outcomes attained/course units passed in the degree programme in Media Studies/Master's track in Journalism**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  | **1. Knowledge and understanding** | **2. Applying knowledge and understanding** | **3. Making judgements** | **4. Communication** | **5. Learning skills** |
| **Year 1** | 1a.1 | 1b | 1c.1 | 1d | 2a | 2b.1 | 2c | 3a.1 | 3b | 3c | 4a | 4b | 5a | 5b | 5c | 5d |
| Journalism Studies I: Theory | x | x | x | x |  |  |  |  |  |  | x | x | x |  |  |  |
| Journalism Studies I: Methodology | x |  |  |  |  |  |  |  |  |  |  |  | x | x |  |  |
| TS II: Journalism and Political Culture | x | x | x | x | x |  |  |  |  | x | x | x | x | x | x | x |
| Global Journalism | x | x | x | x | x |  |  |  |  |  | x | x | x | x | x | x |
| Journalism Skills I |  |  |  | x |  | x |  |  |  |  | x | x | x | x | x | x |
| Journalism Skills II |  |  |  | x |  |  |  | x | x |  |  | x |  |  |  |  |
| Journalism Skills III |  |  |  |  |  | x | x | x | x |  |  | x |  |  |  |  |
| Business and Ethics |  |  |  |  |  | x | x | x | x | x |  |  |  |  |  |  |
| Onderzoekscollege Journalistiek 2 [Journalism 2 Research Seminar] | x | x | x | x | x |  |  |  |  |  | x |  | x | x | x | x |
| Research Seminar I | x | x | x | x | x |  |  |  |  |  | x |  | x | x | x | x |
| Journalism Skills IV |  |  |  |  |  | x | x | x | x | x | x |  | x | x | x | x |
| Journalism Skills V |  |  | x |  | x | x | x | x | x | x | x |  |  |  |  |  |
| **Year 2** |  |
| Preparation for MA Thesis | x | x | x |  | x |  |  |  |  |  | x |  | x | x | x | x |
| Master’s placement |  |  | x | x |  | x | x | x | x | x | x |  |  | x |  | x |
| Master’s Thesis | x | x |  |  | x |  |  |  |  |  | x |  | x | x | x | x |
| Master’s Thesis Plus | x | x |  |  | x |  |  |  |  |  | x |  | x | x | x | x |

 **Matrix of learning outcomes attained/course units passed in the degree programme in Media Studies/Master's track in Datafication and Digital Literacy**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  | **1. Knowledge and understanding** | **2. Applying knowledge and understanding** | **3. Making judgements** | **4. Communication** | **5. Learning skills** |
| **Year 1** | 1a.2 | 1b | 1c.2 | 1d | 2a | 2b.2 | 2c | 3a.2 | 3b | 3c | 4a | 4b | 5a | 5b | 5c | 5d |
| Transformation in the Digital Society | x | x | x |  |  |  |  |  |  |  | x | x | x |  |  |  |
| Capturing Media Use | x |  |  | x | x | x |  |  |  |  | x |  |  |  | x |  |
| Multimodal Discourse Analysis | x |  |  |  | x | x |  |  |  |  |  |  |  |  | x |  |
| Statistics with R | x |  |  |  | x | x |  |  |  |  |  |  |  |  | x |  |
| Social Media Analysis | x |  |  |  | x | x |  |  |  |  |  |  |  |  | x |  |
| Algorithmic Culture | x | x | x |  | x |  |  | x |  |  | x |  | x |  |  |  |
| Digital Literacy | x | x |  |  |  | x | x | x |  |  |  |  |  |  |  |  |
| Conceptualising Media Use | x | x |  | x |  |  |  |  |  | x | x | x |  |  |  |  |
| Research Seminar: Datafication and Digital Literacy | x | x | x | x | x |  |  |  |  |  | x |  | x |  | x |  |
| Data for Society: Civic Media |  | x | x |  |  | x | x |  | x | x |  | x |  | x |  |  |
| Media Policy and Regulation |  | x | x | x |  | x | x |  | x | x |  | x | x | x |  |  |
| Story Lab |  |  |  | x |  | x | x | x |  | x | x | x |  |  |  |  |
| Entrepreneurship |  | x | x |  | x | x | x |  | x | x |  | x |  |  | x |  |
| Datafication: Contemporary Debates |  | x | x | x | x |  | x | x |  | x | x |  | x | x | x |  |
| Thesis Lab: Datafication and Digital Literacy | x | x | x |  | x |  |  |  | x |  | x |  | x | x | x | x |
| **Year 2** |  |
| Master’s Thesis: Datafication and Digital Literacy |  |  | x | x |  | x | x | x | x | x | x |  |  | x |  | x |
| Master’s Internship: Datafication and Digital Literacy | x | x |  |  | x |  |  |  |  |  | x |  | x | x | x | x |

**Matrix of learning outcomes attained/course units passed in the degree programme in Media Studies/Master's track in Media Creation and Innovation**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  | **1. Knowledge and understanding** | **2. Applying knowledge and understanding** | **3. Making judgements** | **4. Communication** | **5. Learning skills** |
| **Year 1** | 1a.3 | 1b | 1c.3 | 1d | 2a | 2b.3 | 2c | 3a.3 | 3b | 3c | 4a | 4b | 5a | 5b | 5c | 5d |
| Transformation in the Digital Society | x | x | x |  |  |  |  |  |  |  | x | x | x |  |  |  |
| Capturing Media Use | x |  |  | x | x | x |  |  |  |  | x |  |  |  | x |  |
| Multimodal Discourse Analysis | x |  |  |  | x | x |  |  |  |  |  |  |  |  | x |  |
| Statistics with R | x |  |  |  | x | x |  |  |  |  |  |  |  |  | x |  |
| Social Media Analysis | x |  |  |  | x | x |  |  |  |  |  |  |  |  | x |  |
| Cultures of Creativity | x |  | x |  | x | x |  |  |  | x | x |  | x |  |  |  |
| Forms and Formats | x | x | x |  | x | x |  | x | x | x | x |  | x |  | x |  |
| Conceptualising Media Use  | x | x |  | x |  |  |  |  |  | x | x | x |  |  |  |  |
| Research Seminar: Media Creation and Innovation | x | x | x | x | x |  |  |  |  |  | x |  | x |  | x |  |
| Data for Society: Civic Media |  | x | x |  |  | x | x |  | x | x |  | x |  | x |  |  |
| Media Policy and Regulation |  | x | x | x |  | x | x |  | x | x |  | x | x | x |  |  |
| Story Lab |  |  |  | x |  | x | x | x |  | x | x | x |  |  |  |  |
| Entrepreneurship |  | x | x |  | x | x | x |  | x | x |  | x |  |  | x |  |
| Innovation: Contemporary Debates |  | x | x | x | x |  | x | x |  | x | x |  | x | x | x |  |
| Thesis Lab: Media Creation and Innovation | x | x | x |  | x |  |  |  | x |  | x |  | x | x | x | x |
| **Year 2** |  |
| Master’s Thesis: Media Creation and Innovation |  |  | x | x |  | x | x | x | x | x | x |  |  | x |  | x |
| Master’s Internship: Media Creation and Innovation | x | x |  |  | x |  |  |  |  |  | x |  | x | x | x | x |

**Matrix of learning outcomes attained/course units passed in the degree programme in Media Studies/Master's track in Social Media and Society**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  | **1. Knowledge and understanding** | **2. Applying knowledge and understanding** | **3. Making judgements** | **4. Communication** | **5. Learning skills** |
| **Year 1** | 1a.4 | 1b | 1c.4 | 1d | 2a | 2b.4 | 2c | 3a.4 | 3b | 3c | 4a | 4b | 5a | 5b | 5c | 5d |
| Transformation in the Digital Society | x | x | x |  |  |  |  |  |  |  | x | x | x |  |  |  |
| Capturing Media Use | x |  |  | x | x | x |  |  |  |  | x |  |  |  | x |  |
| Multimodal Discourse Analysis | x |  |  |  | x | x |  |  |  |  |  |  |  |  | x |  |
| Statistics with R | x |  |  |  | x | x |  |  |  |  |  |  |  |  | x |  |
| Social Media Analysis | x |  |  |  | x | x |  |  |  |  |  |  |  |  | x |  |
| Platform Studies | x | x | x |  | x | x |  | x |  | x | x |  | x |  | x |  |
| Network Theory | x |  |  |  | x | x | x |  |  |  | x |  | x |  |  |  |
| Conceptualising Media Use | x | x |  | x |  |  |  |  |  | x | x | x |  |  |  |  |
| Research Seminar: Social Media and Society | x | x | x | x | x |  |  |  |  |  | x |  | x |  | x |  |
| Data for Society: Civic Media |  | x | x |  |  | x | x |  | x | x |  | x |  | x |  |  |
| Media Policy and Regulation |  | x | x | x |  | x | x |  | x | x |  | x | x | x |  |  |
| Story Lab |  |  |  | x |  | x | x | x |  | x | x | x |  |  |  |  |
| Entrepreneurship |  | x | x |  | x | x | x |  | x | x |  | x |  |  | x |  |
| Connectivity: Contemporary Debates |  | x | x | x | x |  | x | x |  | x | x |  | x | x | x |  |
| Thesis Lab: Social Media and Society | x | x | x |  | x |  |  |  | x |  | x |  | x | x | x | x |
| **Year 2** |  |
| Master’s Thesis: Social Media and Society |  |  | x | x |  | x | x | x | x | x | x |  |  | x |  | x |
| Master’s Internship: Social Media and Society | x | x |  |  | x |  |  |  |  |  | x |  | x | x | x | x |