FACULTY OF ARTS

TEACHING AND EXAMINATION REGULATIONS (OER)

Part B: Master's degree programme in Media Studies
ISAT 60831

Master's tracks

- **Journalistiek**
- **Journalism**
- **Datafication and Digital Literacy**
- **Social Media and Society**
- **Media Creation and Innovation**

for the academic year 2025-2026

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SECTION 1 – GENERAL PROVISIONS

Article 1.1 – Applicability

These Regulations comprise two parts – Part A and Part B. This is the degree programme-specific Part B to complement Part A, which contains general provisions which apply to the teaching, examinations and final assessments of the Master's degree programmes provided by the Faculty of Arts, hereinafter referred to as **the Faculty**. Part B contains stipulations that specifically concern the Master's degree programme in **Media Studies.**

SECTION 2 – ADMISSION

Article 2.1 – Entry requirements

1. Students with a Dutch or foreign certificate of higher education that indicates that they have acquired the following knowledge, skills and attitudes will be admitted to the degree programme:
   a) knowledge and understanding of, and subject-specific skills in, the academic discipline relevant to the degree programme at a university Bachelor's degree level, in the opinion of the Admissions Board.
   b) at least 30 ECTS credit points from course units from the Minor in Journalism Studies or Minor in Media Studies provided by the University of Groningen, or course units equivalent to these in content followed at a different university.
   c) In addition, they must satisfy the following selection criteria:
      - Demonstrable good command of Dutch (for the Master's track in Journalistiek).
      - Demonstrable good command of English (for the Master's track in Journalism, Datafication and Digital Literacy, Media Creation and Innovation, and Social Media and Society. See Article 2.2.3).
      - For Journalism and Journalistiek: demonstrable interest in how the news media work and the creation of news, in terms of selection, assessment and presentation.

Article 2.2 – Language requirements for students with foreign qualifications

1. Students who have been admitted to a degree programme on the basis of a foreign certificate or degree may be required by the Admissions Board – before registration – to pass a Dutch or English language test, depending on the language of the chosen Master's track, to be administered by an agency stipulated by the Board.
2. The Dutch language proficiency requirement can in any event be met by passing the State Examination in Dutch as a Second Language (NT2-II).
3. The English language proficiency requirement can be met by passing an examination in English at the level of the VWO final exam or by passing the TOEFL iBT with a score of at least 100 (with a minimum score of 25 on each individual part) or an IELTS score of 7 (with a minimum score of 6.5 on each individual part), or via another test to be determined by the Admissions Board.

Article 2.3 – Admission to the Master's tracks

In addition to the provisions of Article 2.1, the following admission requirements apply to the various tracks in this Master's degree programme: N/A**.**

Article 2.4 – Admissions procedure for the degree programme

1. Bearing in mind the admissions procedure for the degree programme, the Admissions Board will assess the knowledge and skills of candidates. The Admissions Board will assess the written documentation and determine whether the prospective student can be admitted directly to the programme. In addition to the certified written proofs of degree programme(s) already followed, the Board may ask experts from within or outside the University to test certain areas of knowledge and skills. Prospective students to the tracks Journalism and Journalistiek must complete a number of tests related to the criteria set out in Article 2.5. The results will count in the admissions procedure. In the event of doubt concerning admission, the student will be invited to an admissions interview or a telephone interview. The interview will be based on the submitted written documentation.

2. If, on the basis of the submitted documentation, the Board is of the opinion that the student does not qualify for admission and that there is therefore no need for an interview, the student will be notified accordingly. This is a provisional decision only. Prospective students may still request an interview, or telephone interview, provided they do so within 15 working days. If prospective students do not avail themselves of this option, the provisional decision will become definitive. In the case of prospective students who are granted an interview or telephone interview, a formal decision will not be made until after the interview has taken place. Rejections will in all cases be substantiated in writing. Students will be notified by 30 June whether or not they will be issued a proof of admission.
3. Students who have not yet obtained their Bachelor's degree at the time of the selection procedure, but who would realistically do so before the Master's degree programme begins, may be granted provisional admission. Students must submit a declaration from the relevant Board of Examiners that they have satisfied the requirements of a Bachelor's degree in good time.

Article 2.5 – Entrance examination: times

1. The admissions examination for the tracks Journalistiek and Journalism in the degree programme will be held once a year, as the programme starts in the first semester.
2. Requests for admission to the degree programme must be submitted to the Admissions Board before 1 May.
3. Only in exceptional cases will the Admissions Board consider an application submitted after the date stated in Article 2.5.2.
4. The Admissions Board will make their decisions before 30 June. Admission is granted on the condition that, on the start date concerned, the candidate satisfies the requirements of Article 2.4 regarding knowledge and skills, as evident from documentary proof of the programmes they have followed. The written admission decision will include information for the student about the possibility of an appeal to the Board of Appeal for Examinations.

Article 2.6 – Numerical limitations

1. The degree programme has a maximum capacity of 60 students (combined) per year for the Journalistiek and Journalism tracks.
2. The Admissions Board will rank the applications on the basis of the selection criteria listed in Article 2.4.
3. The Admissions Board will issue proofs of admission following the order of its own ranking list.

SECTION 3 – CONTENT AND STRUCTURE OF THE DEGREE PROGRAMME

Article 3.1 – Student workload

1. The student workload of the degree programme is 90 ECTS.
2. The student workload is expressed in whole ECTS credit points.

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 tracks, i.e. 1a.1 [J] Journalism and Journalism Studies; 1a.2 [DDL] Data, Datafication, and Digital Literacy; 1a.3 [MCI] Media Production and Media Innovation; 1a.4 [SMS] Social Media, Networks, and their relation to Society. 1b Knowledge and understanding of the historical,

	sociocultural, technological, economic and political-judicial aspects of media, media policy and media culture. 1c 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 policy; 1c.3 [MCI] cultural production, use, and innovation within media industries; 1c.4 [SMS] the development of social media, networks, and their place in society. 1d 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 required; 2b.2 [DDL] data and digital literacy strategies, including policy and social initiatives; 2b.3 [MCI] explorations of media production and innovation processes; 2b.4 [SMS] data analysis and critical studies of social media, networks, and their roles in society. 2c 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 policies; 3a.4 [SMS] legal and social considerations around privacy and data in society. 3b An awareness of the professional media field, including changes, policies, developments, and innovations. 3c 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 account. 4b 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 opinions. 5b The ability to independently direct the process of assessing and solving problems creatively. 5c The ability to independently plan and execute academic research. 5d 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.

See appendix 1 for the *Matrix of learning outcomes attained/course units passed* in the degree programme.

Article 3.3 – Language

1. The degree programme is taught in Dutch (Master's track in Journalistiek) and English (Master's tracks in Journalism, Datafication and Digital Literacy, Media Creation and Innovation, Social Media and Society).
2. Notwithstanding Article 3.3.1, one or more course units of the Journalistiek track may be taught in English in line with the University of Groningen Code of Conduct: Languages Used in Teaching and Examinations.
3. The thesis/final assignment for the Journalistiek track may be written in Dutch or English. The thesis/final assignment for the Journalism, Datafication and Digital Literacy, Media Creation and Innovation, and Social Media and Society tracks must be written in English. A thesis/final assignment may only be written in a language other than those stipulated above if the Board of Examiners has given permission to do so.

Article 3.4 – Master's tracks

The degree programme has the following Master's tracks:

No.	Master's tracks
1	Journalistiek
2	Journalism
3	Datafication and Digital Literacy
4	Media Creation and Innovation
5	Social Media and Society

Article 3.5 – Composition of Master's tracks

1. The Master's tracks comprise the following course units with their related student workloads:

Master's track in Journalistiek

No.	Course unit	Student workload in ECTS
1	Journalism Studies: Theory & Methods	10 ECTS
2	Vaardigheden 1: Houding en Interactie	5 ECTS
3	Vaardigheden 2: Het Journalistieke Verhaal	10 ECTS
4	Theoretical Specialization	5 ECTS
5	Research Seminar Journalism and Journalistiek	10 ECTS
6	Master's Scriptie Journalistiek: Voorbereiding	5 ECTS
7	Vaardigheden 3: Profilering en Verdieping	10 ECTS
8	Journalistieke Innovatie en Ondernemerschap	5 ECTS

9	MA Stage	15 ECTS
10	MA Scriptie	15 ECTS

Additional remarks about the Master's track in Journalistiek

One of the groups for the courses Theoretical Specialization (4) and Research Seminar (5) is taught in Dutch. Only students enrolled in the MA Journalistiek are able to enter these groups. If student number allow it, Journalistiek students are able to join English-taught groups in these courses.

Master's track in Journalism

No.	Course unit:	Student workload in ECTS
11	Journalism Skills I	5 ECTS
12	Journalism Skills II	5 ECTS
13	Journalism Skills III	5 ECTS
14	Journalism Skills IV	5 ECTS
15	Journalism Skills V	10 ECTS
1	Journalism Studies: Theory & Methods	10 ECTS
4	Theoretical Specialization	5 ECTS
16	Business and Ethics	5 ECTS
5	Research Seminar Journalism and Journalistiek	10 ECTS
17	Preparation for MA Thesis	5 ECTS
18	MA Internship	10 ECTS
19	MA Thesis	15 ECTS
20	MA Thesis Plus	25 ECTS

Explanatory notes to the Master's track in Journalism

- Students either choose either both the MA Internship (18) and the MA Thesis of 15 ECTS (19), or the MA Thesis Plus for 25 ECTS (20).

Master's track in Datafication and Digital Literacy

No.	Course unit:	Student workload in ECTS
21	Transformations in the Digital Society	5 ECTS
22	Methods 1	5 ECTS
23	Methods 2	5 ECTS
24	Algorithmic Culture	5 ECTS
25	Digital Literacy	5 ECTS
26	Conceptualizing Audiences	5 ECTS
27	Research Seminar Media Studies	10 ECTS
28	Civil Society, Policy and Regulation	5 ECTS
29	Practice Lab	5 ECTS
30	Contemporary Debates in Media Studies	5 ECTS
31	Thesis Lab	5 ECTS
18	MA Internship	15 ECTS
19	MA Thesis	15 ECTS
20	MA Thesis Plus	25 ECTS
32	Tutorial	5 ECTS

Explanatory notes to the Master's track in Datafication and Digital Literacy

- Students choose **one** of the thesis modules (191 or 20). When the student chooses MA Thesis Plus (20), then the student chooses another course from the Master's Media Studies **or** the Tutorial (32), and **not** the MA Internship (18).

- Students who choose the Tutorial (32) must have their Tutorial Learning Plan approved by the Master's Programme Coordinator, Tutorial Supervisor, and the Board of Examiners.

Master's track in Media Creation and Innovation

No.	Course unit:	Student workload in ECTS
21	Transformations in the Digital Society	5 ECTS
22	Methods 1	5 ECTS
23	Methods 2	5 ECTS
33	Cultures of Creativity	5 ECTS
34	Forms and Formats	5 ECTS
26	Conceptualizing Audiences	5 ECTS
27	Research Seminar Media Studies	10 ECTS
28	Civil Society, Policy and Regulation	5 ECTS
29	Practice Lab	5 ECTS
30	Contemporary debates in Media Studies	5 ECTS
31	Thesis Lab	5 ECTS
18	MA Internship	15 ECTS
19	MA Thesis	15 ECTS
20	MA Thesis Plus	25 ECTS
32	Tutorial	5 ECTS

Explanatory notes to the Master's track in Media Creation and Innovation

- Students choose **one** of the thesis modules (19 or 20). When the student chooses MA Thesis Plus (20), then the student chooses another 'elective' module from the Master's Mediastudies **or** the Tutorial (32), and **not** the MA Internship (18).
- Students who choose the Tutorial (32) must have their Tutorial Learning Plan approved by the Programme Coordinator, Tutorial Supervisor, and the Board of Examiners.

Master's track in Social Media and Society

No.	Course unit:	Student workload in ECTS
21	Transformations in the Digital Society	5 ECTS
22	Methods 1	5 ECTS
23	Methods 2	5 ECTS
35	Platform Studies	5 ECTS
36	Network Theory	5 ECTS
26	Conceptualizing Audiences	5 ECTS
27	Research Seminar Media Studies	10 ECTS
28	Civil Society, Policy and Regulation	5 ECTS
29	Practice Lab	5 ECTS
30	Contemporary debates in Media Studies	5 ECTS
31	Thesis Lab	5 ECTS
18	MA Internship	15 ECTS
19	MA Thesis	15 ECTS
20	MA Thesis Plus	25 ECTS
32	Tutorial	5 ECTS

Explanatory notes to the Master's track in Social Media and Society

- Students choose **one** of the thesis modules (19 or 20). When the student chooses MA Thesis Plus (20), then the student chooses another 'elective' module from the Master's Mediastudies **or** the

Tutorial (32), and **not** the MA Internship (18).

- Students who choose the Tutorial (32) must have their Tutorial Learning Plan approved by the Master's Programme Coordinator, Tutorial Supervisor, and the Board of Examiners.

All course units are listed in the online course catalogue OCASYS.

2. The modes of instruction and assessment for the course units listed above are set out in the syllabus for each individual course unit and the Assessment Plan for the degree programme.
3. In situations of force majeure, when it is not reasonably possible to provide teaching in the manner stated in OCASYS, alternative modes of instruction and assessment may temporarily be used. This is on condition that the prescribed learning outcomes are still achieved upon completion of the degree programme.

SECTION 4 – TESTS AND EXAMINATIONS OF THE DEGREE PROGRAMME

Article 4.1 – Compulsory order

The examinations for the course units listed below may not be taken before the examinations for the associated course units have been passed:

Tracks: Journalistiek & Journalism

No.	Course unit	No.	After passing
5	Research Seminar Journalism and Journalistiek		
		1	- Journalism Studies: Theory and Methods
			and
		4	- Theoretical Specialization
3	Vaardigheden 2: Het Journalistieke Verhaal	2	Vaardigheden 1: Houding en Interactie
7	Vaardigheden 3: Profilering en Verdieping	3	Vaardigheden 2: Het Journalistieke Verhaal
6	Voorbereiding MA Scriptie		
		1 4	- Journalism Studies: Theory and Methods and - Theoretical Specialization
9	Ma Stage	7	Vaardigheden 3: Profilering en Verdieping
			and
		10	Ma Scriptie
10	Ma-scriptie Journalistiek*	6	Voorbereiding Ma-scriptie
12	Journalism Skills II	11	Journalism Skills I
13	Journalism Skills III	12	Journalism Skills II
14	Journalism Skills IV	13	Journalism Skills III
15	Journalism Skills V	14	Journalism Skills IV
5	Research Seminar Journalism and Journalistiek		
		1	- Journalism Studies: Theory & Methods
			and

		4	- Theoretical Specialization
17	Master's Thesis Journalism: Preparation		
		1	- Journalism Studies: Theory & Methods
			and
		4	- Theoretical Specialization
18	MA Internship Journalism	15	Journalism Skills V
		19 or 20	MA Thesis or MA Thesis Plus
19	MA Thesis*	17	MA Thesis Preparation
20	MA Thesis Plus*	17	MA Thesis Preparation

Track: Datafication and Digital Literacy

No.	**Course unit**	**No.**	**After passing**
27	Research Seminar Media Studies		One of the following course units:
		21	Transformations in the Digital Society
		26	Conceptualizing Audiences
			And one of the following course units:
		24	Algorithmic Culture
		25	Digital Literacy
			And one of the following course units:
		22	Methods 1
		23	Methods 2
30	Contemporary Debates in Media Studies		One of the following course units:
		24	Algorithmic Culture
		25	Digital Literacy
31	Thesis Lab		One of the following course units:
		21	Transformations in the Digital Society
		26	Conceptualizing Audiences
			And one of the following course units:
		24	Algorithmic Culture
		25	Digital Literacy
			And one of the following course units:
		22	Methods 1
		23	Methods 2
19	MA Thesis	31	Thesis Lab
37	MA Internship	19	MA Thesis
			And one of the following course units:
		28	Civil Society, Policy and Regulation
		29	Practice Lab
20	MA Thesis Plus*	31	Thesis Lab

Track: Media Creation and Innovation

No.	**Course unit**	**No.**	**After passing**
27	Research Seminar Media Studies		One of the following course units:
		21	Transformations in the Digital Society
		26	Conceptualizing Audiences

			And one of the following course units:
		33	Cultures of Creativity
		34	Forms and Formats
			And one of the following course units:
		22	Methods 1
		23	Methods 2
30	Contemporary Debates in Media Studies		One of the following course units:
		33	Cultures of Creativity
		34	Forms and Formats
31	Thesis Lab		One of the following course units:
		21	Transformations in the Digital Society
		26	Conceptualizing Audiences
			And one of the following course units:
		33	Cultures of Creativity
		34	Forms and Formats
			And one of the following course units:
		22	Methods 1
		23	Methods 2
19	MA Thesis*	31	Thesis Lab
37	MA Internship	19	MA Thesis
			And one of the following course units:
		28	Civil Society, Policy and Regulation
		29	Practice Lab
20	MA Thesis Plus*	31	Thesis Lab

Track: Social Media and Society

No.	**Course unit**	**No.**	**After passing**
27	Research Seminar Media Studies		One of the following course units:
		21	Transformations in the Digital Society
		26	Conceptualizing Audiences
			And one of the following course units:
		35	Platform Studies
		36	Network Theory
			And one of the following course units::
		22	Methods 1
		23	Methods 2
30	Contemporary Debates in Media Studies		One of the following course units
		35	Platform Studies
		36	Network Theory
31	Thesis Lab		One of the following course units:
		21	Transformations in the Digital Society
		26	Conceptualizing Audiences
			And one of the following course units:
		35	Platform Studies
		36	Network Theory
			And one of the following course units:
		22	Methods 1
		23	Methods 2

19	MA Thesis*	31	Thesis Lab
37	MA Internship	19	MA Thesis
			And one of the following course units:
		28	Civil Society, Policy and Regulation
		29	Practice Lab
20	MA Thesis Plus*	31	Thesis Lab

* In line with Faculty policy and regulation, final MA theses in all tracks need to be submitted and uploaded to Brightspace before a set deadline at the beginning of February in the third semester of the given MA track.

The assessment of the thesis will be communicated within the time frame set for grading (10 working days). If a thesis is assessed as unsatisfactory, the student has a month to submit a revised version. This period is unsupervised. The student will receive feedback and a mark on this rewritten version within the time frame set for grading (10 working days). If this grade is again unsatisfactory, the student will start working on a new thesis topic in the new semester (September) with a new supervisor.

In exceptional cases, students may ask the Expertise Team of the Board of Examiners for an exemption from this rule. Such requests need to be accompanied by a letter signed by the thesis supervisor or Thesis Lab coordinator.

SECTION 5 – TRANSITIONAL AND FINAL PROVISIONS

Article 5.1 – Transitional arrangements

Students who started the degree programme on 1 September 2024 or earlier can replace previous modules as indicated below. Note that these transitional arrangements are only valid for the academic year 2025/2026. From academic year 2026/2027 onwards, students who started their degree programme on 1 September 2024 or earlier will not be able to replace previous modules, but will need to follow the TER for 2026/2027. Students who started their degree programme on 1 September 2024 or earlier with severe personal or medical circumstances, need to report to the Study Advisers and apply for alternative transitional agreements with the Exam Board of the Faculty of Arts.

Previous modules	**Substitutional module**
Theoretical Specialization 1-4 (Journalism and Journalistiek)	Theoretical Specialization
Onderzoekscolleges 1&2, Research Seminars 1&2 (Journalism and Journalistiek)	Research Seminar Journalism and Journalistiek
Statistical Analysis with R, Multimodal Discourse Analysis	Methods 1
Capturing Media Use, Analyzing Social Media Data	Methods 2
Research Seminars DDL, SMS, MCI	Research Seminar Media Studies
Media Policy and Regulation, Data for Society: Civic Media	Civil Society, Policy and Regulation
Story Lab, Start-up Lab	Practice Lab
Contemporary Debates: Connectivity, Datafication, Innovation	Contemporary Debates in Media Studies
Thesis Labs DDL, SMS, MCI	Thesis Lab
Master's Thesis DDL, SMS, MCI	MA Thesis
Master's Internship DDL, SMS, MCI	MA Internship
Master's Thesis Plus DDL, SMS, MCI	MA Thesis Plus

Article 5.2 – Amendments

1. Any amendments to Part A of these Regulations will, following a recommendation by and/or

upon the approval of the Faculty Council, be confirmed by the Faculty Board in a separate decree.
2. Any amendments to Part B of these Regulations will, following a recommendation by and/or upon the approval of the Programme Committee and the Faculty Council, be confirmed by the Faculty Board in a separate decree.
3. Any amendments to these Regulations will not apply to the current academic year, unless it may reasonably be assumed that the amendment in question will not harm the interests of students.
4. In addition, the Board of Examiners may not take any decisions under these regulations that would be to the disadvantage of students.

Article 5.3 – Publication

1. The Faculty Board will duly publish these Regulations, any rules and guidelines formulated by the Board of Examiners, and any amendments to these documents.

2. Copies of the documents referred to in Article 5.2.1 are available from the Faculty Office. These documents can also be found on the Faculty website through the Student Portal.

Article 5.4 – Date of commencement

These Regulations will take effect on 17 October 2025.

These Regulations were decreed by the Board of the Faculty of Arts on 17 October 2025 and approved by the Faculty Council and the Programme Committee where required.

Appendices:
Appendix 1: Assessment Plans for the Master's tracks in *Journalism*, *Journalistiek, Datafication and Digital Literacy, Media Creation and Innovation*, and *Social Media and Society*