



UNIVERSITY OF AMSTERDAM

**Master's in Communication and Information
Studies**

**Communication and
Information**

uva.nl/ma-communication-and-information



'In every place at every time there will be differences of opinion. But many of them can be resolved with the right kind of means. That makes studying communication and argumentation worthwhile. In this time of fake news and misinformation a critical outlook on language use is even more important.'

The dual Master's Communication and Information offers a unique combination of discourse analysis and argumentation theory, while maintaining a strong practical orientation that will provide you with the skills needed in a professional career in communication. You will focus on verbal communication in a range of practical settings, including parliamentary debate, political speeches, legal decisions, legislative debates, drug advertisements, doctor-to-patient consultation, mediation, negotiations and academic research papers.

The internship is an important part of this Master's programme. It offers you the opportunity to gain work experience at academic level. The internship takes place at an organisation in the Netherlands or abroad at a department in which communication plays an important role. Ideally, the internship is focused on the design, production and revision of persuasive texts.

Career prospects

This Master's will equip you with the skills and insights necessary for any career involving the critical analysis, evaluation, and production of argumentative discourse. This includes evaluating and commenting on texts (e.g. as an MP or lawyer's assistant), writing persuasive texts and policy documents, and rewriting texts for presentation. Typical career options include: speech writer, communications specialist, debate trainer, journalist, editor. It is possible to apply for a PHD programme at a Dutch or a foreign university.



Spotlight on a course

Argumentation and communication in health (6 ECTS)

In this course we will investigate the argumentative and stylistic properties of the medical consultation, health brochures and consumer medicine advertisement. How does the institutional context affect the type and structure of the argumentation and the verbal presentation of the information and argumentation? Institutional constraints that are characteristic for the medical domain are, for instance, the patient's right to informed consent, the ideals of patient centredness and shared doctor-patient decision making.



Entry requirements

The selective dual Master's programme in Communication and Information is open for application to students with a Bachelor's degree from an accredited university in the Humanities or Social Sciences. You are expected to have an awareness of basic theoretical notions in linguistics.

If you are unsure whether you meet the entry requirements, you are advised to get in touch with the programme coordinator before applying.

For more information, please check:

uva.nl/ma-communication-and-information > [Application and admission](#)

Key data

Degree

Master of Arts
Communication and
Information Studies

Duration

1,5 years / 90 ECTS

Mode

Full-time

Start

1 September

Language of instruction

English

CROHO

60833

Contact

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