



#### DURATION OF STUDIES

2 years (4 semesters)

#### LANGUAGE OF INSTRUCTION

**French**

#### CONDITIONS OF REGISTRATION

[www.unige.ch/conditions/MA](http://www.unige.ch/conditions/MA)

#### ADMISSION CONDITIONS

Bachelor in Social Sciences or an equivalent degree in another field.

Merit-based admission.

[www.unige.ch/sciences-societe/etudiants/reglements](http://www.unige.ch/sciences-societe/etudiants/reglements)

[www.unige.ch/sciences-societe/formations/inscription/admissionmaster](http://www.unige.ch/sciences-societe/formations/inscription/admissionmaster)

### *Master's Programme*

## THE MASTER IN COMMUNICATION AND DIGITAL CULTURES

Digital communication has become an incredibly rich and complex phenomenon, and one that is ubiquitous in today's society. It reaches well beyond mass media and large online networks to involve a multitude of participants, interacting with socio-cultural dynamics in a variety of ways. In this program, students will look at some of the many aspects of today's digital cultures, covering such things as digital users, the communities they form and the languages they develop, as well as the ways in which those users create, transform and spread their ideas on- and offline.

This Master's combines theory with hands-on work, giving students the chance to delve into the inner workings of digital media, how they are used, and their social, socio-economic, cultural and political consequences. Students learn the fundamental concepts underlying digital communications and media cultures and also get to do hands-on work by carrying out research projects, working in teams, and producing and analyzing multimedia and other content.

[unige.ch/sciences-societe/formations/masters/communication-et-cultures](http://unige.ch/sciences-societe/formations/masters/communication-et-cultures)

## STUDY PROGRAMME

4 semesters (max. 6 semesters) | 120 ECTS credits

### Core compulsory courses: digital cultures

30 credits

Socio-anthropology of digital cultures; platforms, participation and power; uses of social media; internet subcultures; innovation, imaginaries and digital futures

### Thesis, internship and research project

30 credits

Thesis; research seminars 1 and 2

### Methods: analysis and creation

30 credits

Students must take 18 credits in this group of elective courses, choosing from among the wide range of methodology-related courses available, such as: digital methods; digital discourse analysis; storytelling; social networks and online reputation monitoring; communication practices and applied research; visual digital practices.

### Digital communications: content and practices

30 credits

Corporate communications; construction of public problems; economics of the media and digital ecosystems; digital citizenship; social media relations; humor and subversion online

### Electives

6 credits

## ACADEMIC CALENDAR

[www.unige.ch/sciences-societe/etudiants/horaires](http://www.unige.ch/sciences-societe/etudiants/horaires)

## LEVEL OF FRENCH REQUIRED BY UNIGE

Eliminatory general test for non-Francophones, with the exception of the following cases :

[www.unige.ch/frenchexam](http://www.unige.ch/frenchexam)

## MOBILITY

Master's students are permitted to go on exchange for one semester. Students may go on exchange as early as their third semester but may earn no more than 30 credits at another university. The dissertation cannot be substituted.

[www.unige.ch/exchange](http://www.unige.ch/exchange)

## PROFESSIONAL PROSPECTS

The Master's is aimed at anyone wishing to work in digital or more conventional communications jobs or in the media, with a focus on innovation. The skills in creating and analyzing digital content that students acquire are highly sought-after by a range of communications agencies and institutes, companies and public-sector entities. These skills can also pave the way to a variety of creative careers.

## UNIVERSITY TAXES

500 CHF / semester

## REGISTRATION

Deadline: 28 February 2025

[www.unige.ch/enrolment](http://www.unige.ch/enrolment)

## CONTACTS FOR STUDIES

### GENEVA SCHOOL OF SOCIAL SCIENCES

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1211 Genève

### STUDENT AFFAIRS

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### ACADEMIC ADVISOR

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[www.unige.ch/sciences-societe](http://www.unige.ch/sciences-societe)