



First name:

Last name:

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## Motivation letter – information and instructions

Selection for the Master's Programme in Media, Communication and Cultural Analysis is based upon a letter of motivation. This should not exceed 3000 characters (including spaces) and should describe your aims and hopes regarding the programme. Discuss them in relation to:

1. Your academic and professional background, as it relates to the programme
2. Your personal areas of interest in media and communication studies
3. Motivate your interest in studying at Södertörn University in general and the Master's Programme in Media, Communication and Cultural Analysis in particular.

Please add your name to the page header and write your letter in the textbox on the next page of this pdf. Then rename and save the file as follows:

Firstname\_Lastname\_Letter\_of\_Motivation\_MKV-master.pdf

e.g. if someone called Kim Smith does this, the file name would be:  
"Kim\_Smith\_Letter\_of\_Motivation\_MKV-master.pdf"

Upload your letter to your user account on [universityadmissions.se](http://universityadmissions.se) before the deadline. Documents submitted after the deadline provided by [universityadmissions.se](http://universityadmissions.se) will not be accepted.

The motivation letters will be reviewed and given a score between 0 and 30. The higher the score your letter receives, the higher ranked your application will be.



SÖDERTÖRN UNIVERSITY | STOCKHOLM

Södertörn University  
School of Culture and Education  
Master's Programme in Media, Communication and Cultural Analysis (INT)  
Two-year Master's Programme

First name:

Last name:

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Motivation letter (max. 3000 characters including spaces)