



**EAST BRIDGE
UNIVERSITY**
PARIS, FRANCE

Master of Media Science

Futuristic, Dynamic, and Industry-Relevant

MASTER THE WORLD OF MEDIA WITH

East Bridge University's Flexible, Globally Relevant and Cutting-edge Media Programs!

The 21st century has seen a rapidly evolving global media landscape where social media is shaping the latest political discourse and viral marketing campaigns are redefining brand success. A Master of Media Science program at East Bridge University aims to equip individuals with the skills and expertise required to navigate the dynamic and ever-evolving media industry. East Bridge University's Master's programs in Media Sciences are completely online, enabling students to learn from anywhere in the world and at their own pace.

Whether you are looking to enter the media industry, switch careers, or enhance your media expertise, a Master of Media Science is perfectly suited for you.

The program perfectly blends traditional media knowledge with 21st-century digital communication, ensuring a holistic understanding of media practices, ethics, history, and culture. The curriculum enables students to analyse real-world media scenarios, develop strategic insights, and demonstrate expertise in media science. Through reflective and research-based assignments, learners gain an understanding of real-world media issues and challenges and develop solutions to address those challenges.

WHY Media Science?

- Become part of the Digital Revolution by studying media trends, audience behaviour, and digital platforms.
- Develop expertise in emerging technologies, digital branding, and AI-powered content creation.
- Master the art of storytelling by understanding media psychology, media writing, reporting and ethical practices in journalism.
- Thrive in the 21st-century professional landscape by mastering crisis communication, media ethics, or cross-cultural branding.

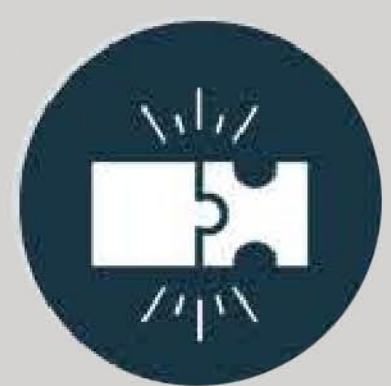
ABOUT

East Bridge University (EBU)

East Bridge University is a worldwide higher-learning educational institution that provides online and affordable higher education degrees, diplomas, and certified courses to all. Tailored to suit the changing needs of the 21st century, our programs are a unique blend of robust theoretical knowledge and real-world practical exposure. We aim to empower adult learners and professionals with the best industry-specific courses that enable them to navigate the dynamic and ever-evolving professional landscape seamlessly. At East Bridge University, we greatly foster critical thinking, analytical skills, and leadership qualities among our students.

East Bridge University is legally incorporated in Paris and has received approval from the Rector Office of the Paris Academy, which is under the jurisdiction of the Ministry of National Education. This prestigious recognition positions EBU as a legitimate, respected, independent distance learning institution.

WHAT MAKES EBU'S Programs Unique?



Find work-life balance with our online, flexible program.



The course is endorsed by global partners and education bodies.



Gain a deeper understanding of the functional disciplines of your profession.



Get the opportunity to conduct action-based research work solving real-world challenges.



Enhance your career prospects by earning academic credentials.



Be able to promote positive change and growth in your industry.



Become an industry expert and thought leader in your field.



Open your doors towards doctorate-level academic pursuits.



Address real-world problems with a strong academic understanding.

EAST BRIDGE UNIVERSITY'S MEMBERSHIPS AND ACCREDITATIONS

Membership



Association to Advance Collegiate Schools of Business (AACSB)



Continuing Professional Development (CPD)



British Quality Foundation (BQF)



European Association for International Education (EAIE)



European Council of Leading Business Schools (ECLBS)



International Vocational Education and Training Association (IVETA)



Association for Teacher Education in Europe (ATEE)

Accreditations



European Agency for Higher Education Advancement (EAHEA)



Education Quality Accreditation Commission (EQAC)



Edu.Int - Inter-Governmental Organization



International Association for Quality Assurance in Pre-Tertiary & Higher Education (QAHE)



International Education Accreditation Council (IEAC)



OTHM Qualifications

MEDIA SCIENCE PROGRAM Specialisations

Our Master of Media Science program comes with three specialisations each designed to meet the unique career aspirations of learners.

1. Master of Media Science in Advertising, Communication and Creativity: Blending the strategic and analytical aspects of advertising with creative expression, the program enables learners to develop effective advertising communications that build robust brand image, captivate audiences and drive business growth.

2. Master of Media Science in Digital Media: A comprehensive program focused on digital expertise, covering strategy, content creation, and tech integration. Master social media strategies, digital branding, data analytics, and emerging media technologies to create engaging digital experiences.

3. Master of Media Science in Journalism and Mass Communication: Blending traditional journalism with digital technologies, the program equips students with essential skills in convergent media, digital journalism, and communication strategies.

Program Structure

► Foundation

Comprises 10 credits and 2 subjects

Core

► Comprises 60 credits and 6 subjects

Specialisations - 40 Credits

Comprises 40 credits divided into 4 specialised subjects

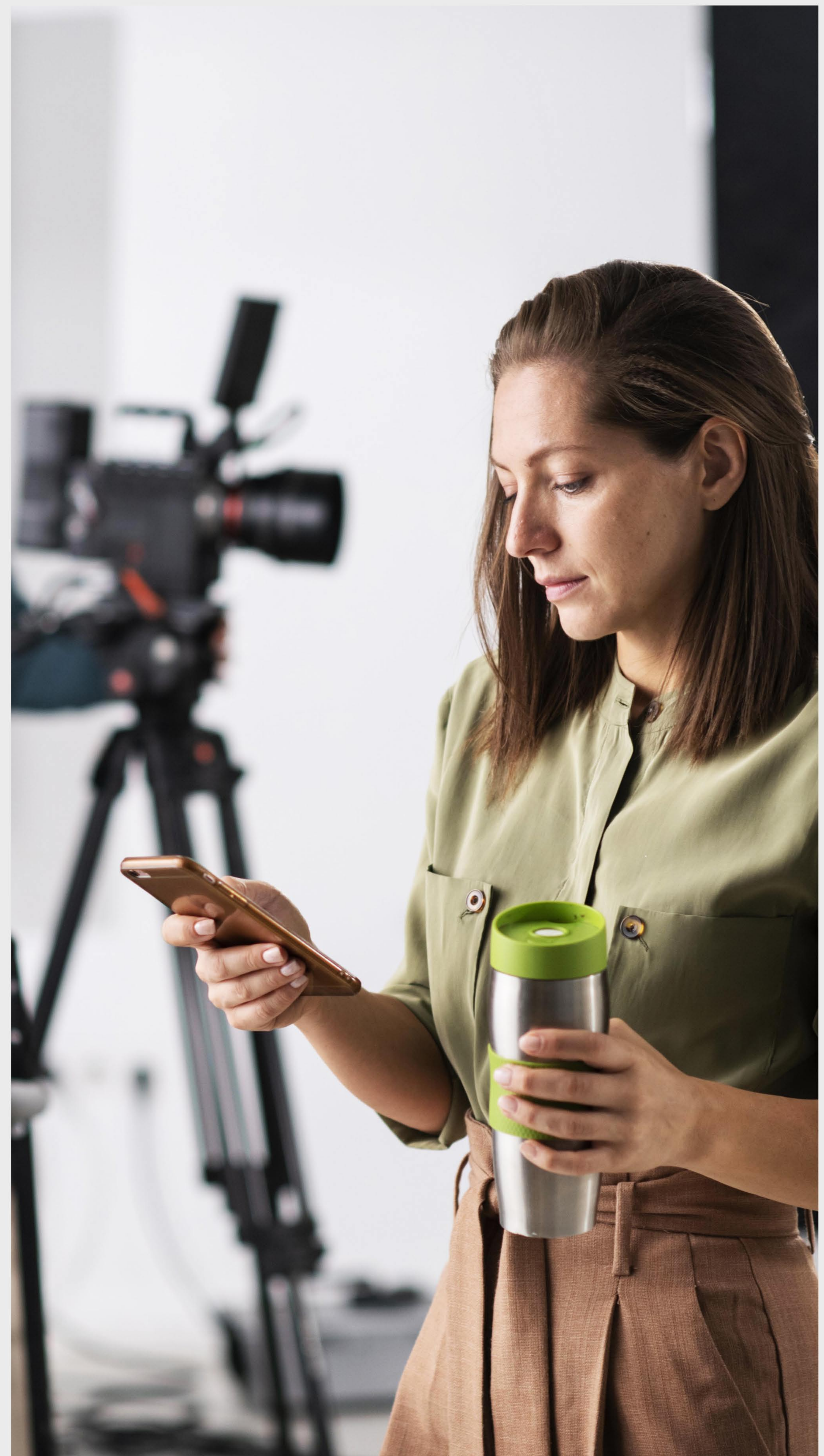
Capstone Project (Choose any 1) - 10 Credits

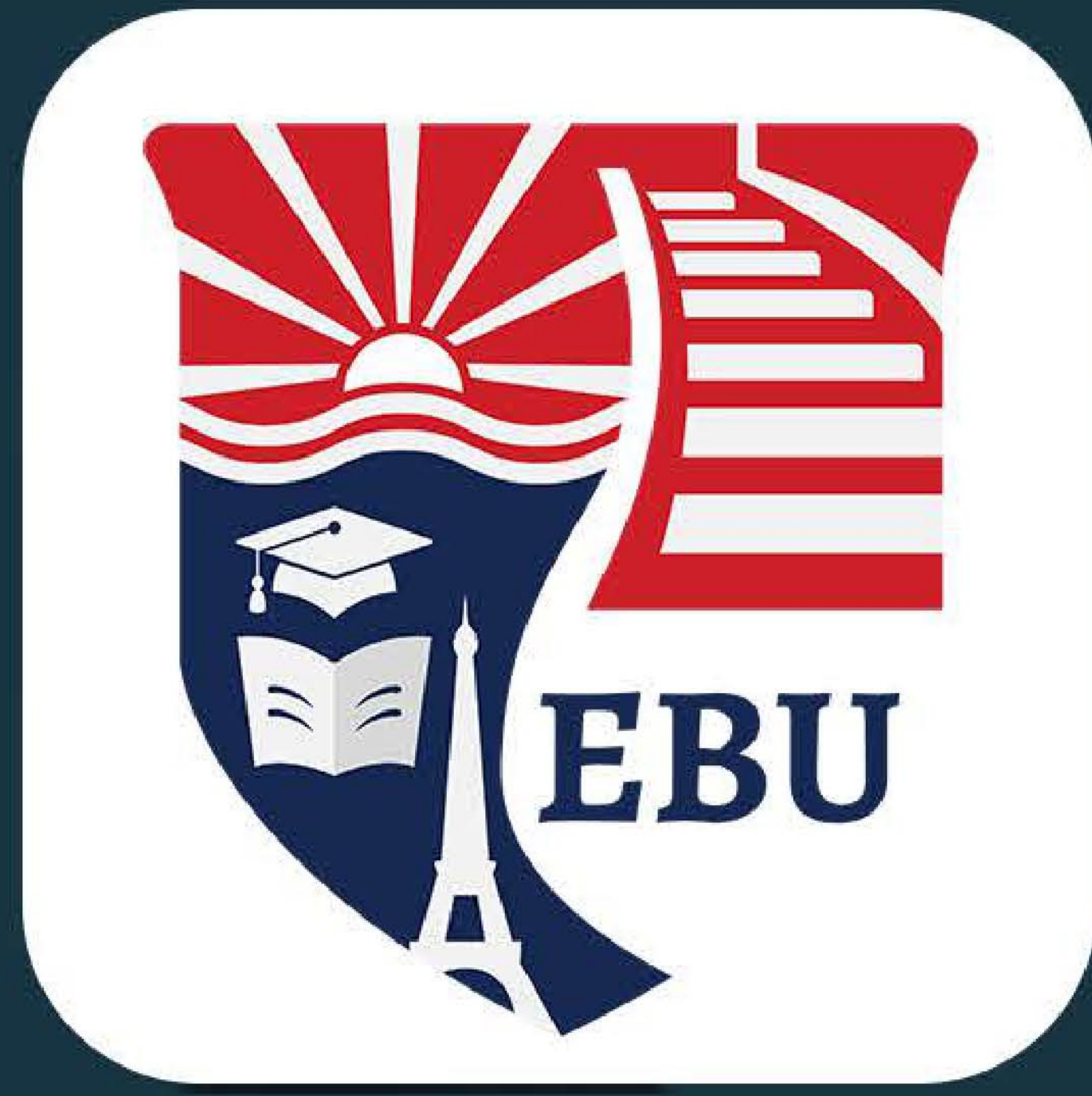
Reflective work comprising 10 credits

Eligibility Criteria

To be eligible to pursue a Master of Media Science, an applicant must meet the following criteria:

- A recognised bachelor's degree in any field, or its equivalent.
- Prior work experience and learning credits from previous courses.
- A basic English Proficiency Level (IELTS Level 5.0, or studied all subjects in English at High School, or at least 55% of marks in English at High School).
- Knowledge of conducting basic online research through internet browsing and proficiency in MS Word is desired.





EAST BRIDGE UNIVERSITY

Inspiring Global Leaders

**Are you ready to become a part of the
media revolution?**

**The world is watching and you might
shape what they see.**

*Join the Master of Media Science program at
East Bridge University.*

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 **www.ebu.ac**

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Apply Today!