Guidelines for writing the motivation letter for admission to the Screen Media and Innovation MA program

Your letter of motivation should include your full name and be written by you alone, in English.

Plagiarism is checked for and grounds for immediate dismissal of the application.

Please use APA format to organize your text and list the references you used.

Please follow the guidelines below when preparing it.

The motivation letter should have 2 parts (a total of ~1000 words):

1. The cover letter discussing why you want to study Screen Media and Innovation at Tallinn University (~500 words)
   1. Why are you applying to Screen Media and Innovation? (please include your rationale for wanting to study at Tallinn University, especially at The Baltic Film, Media, Arts and Communication School of Tallinn University)
   2. How does it relate to your personal interests and existing experiences?
   3. What do you hope to accomplish with the help of this education, what are you most looking forward to?
2. This year’s challenge is “BRAVE NEW WEB - LET’S GET META ABOUT THE FUTURE OF THE INTERNET.” Please:
   1. write a brief analytical speculation (academic blog post style, ~ 500 words) on the future of the internet (next ~10 years). You can pick one area to focus on (e.g. future of social media, future of streaming services) or a particular technology (e.g. VR/AR) or write about future trends as a whole. Possible things to consider (you don’t have to answer them all):
      1. Which technologies, services, platforms and apps will fade away, which ones will become popular, why?
      2. What kind of functionality will become prevalent, how will the features and functions change compared to now?
      3. How will the industry change (current vs future big players, geopolitics of the division of power and money, e.g. who will be making money)?
      4. What types of content, styles of interaction, modalities of communication will dominate and why (e.g. visual, audio, short video, back to text, morse code)?
      5. How will governance of the internet (via laws and regulations) change and what will precipitate that change?
      6. Please make your points in dialogue with at least 3 texts (academic articles, books, popular scientific articles, academic or industry blog posts, podcasts) out of which at least one is academic. Cite them appropriately in text and in the reference list.