

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 cover letter should be ~ 1000 words in total.

1. Who are you and why do you want to study Screen Media and Innovation (500 words)

- a. 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)
- b. How does it relate to your personal interests and existing experiences?
- c. What do you hope to accomplish with the help of this education, what are you most looking forward to?

2. Screen Media and Innovation as an area of research (500 words)

Find an academic article (or book chapter) that links to areas of screen media and innovation, read it and answer the following questions (please do not include the questions in your text):

1. Which article did you choose, why did you choose this one?
2. What is this article about (topic, area)?
3. What are the main theoretical concepts and relationships among them?
4. What is the central research question / argument by the author(s)? Does this seem like a reasonable question/ argument? Why / why not?
5. Is this an empirical piece, if so, what methods were used to answer the research question? Do these methods seem adequate? Why / why not?
6. What do you think the primary contribution of this piece is towards understanding the state of affairs in Screen Media.