

Motivation letter for admission to the Master's in Communication Management programme in 2025

Your letter of motivation should include your full name and be written by you alone, in English. Please follow the guidelines below when preparing it.

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

BE AWARE THAT PLAGIARISM AND OTHER UNFAIR PRACTICES WILL NOT BE TOLERATED! If plagiarism is found in the motivation letter, the oral exam will be cancelled.

1. provide a full bibliography
2. cite sources for all information
3. use APA format:

https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_style_introduction.html

4. watch out for **plagiarism**

“Plagiarism is presenting someone else’s work or ideas as your own, with or without their consent, by incorporating it into your work without full acknowledgement. All published and unpublished material, whether in manuscript, printed or electronic form, is covered under this definition. Plagiarism may be intentional or reckless, or unintentional” (University of Oxford, retrieved from <https://www.ox.ac.uk/students/academic/guidance/skills/plagiarism?wssl=1>)

Part I. Please select any scientific article (or book chapter) in the field of Communication Management or Intercultural Communication, read it and answer the following questions (please do not include the questions in your text):

1. What is this article about (topic, area)?
2. What are the main theoretical concepts and relationships among them? What are the paradigmatic assumptions? Are they all consistent?
3. Purpose: is there sufficient rationale for this study based on the literature review? Was there enough prior literature reviewed? How is the literature review structured (e.g., is there agreement or contention among scholars on the definition of concepts; are there major gaps in theorizing)?
4. Research questions or hypothesis: are they well grounded in literature?
5. Are the methods appropriate to answer the research questions or hypothesis? Do they match the theoretical assumptions?
6. What are the findings? Do they answer the research questions or hypothesis? Are they meaningful? Do they contribute to knowledge? Do they advance theory?

The maximum length of Part I is 1000 words (please do not exceed the word limit), Times New Roman 12, 1.5 lines spacing.

Part II. The maximum length of Part II is 500 words (please do not exceed the word limit), Times New Roman 12, 1.5 lines spacing. **You should answer the following questions** (please do not include the questions in your text):

- Introduce yourself and motives of your choices:
 - Who are you?

- What is your educational background?
- Why do you want to study in Tallinn, Estonia?
- Why did you choose Tallinn University Baltic Film, Media and Arts School?
- Why do you apply for the chosen Master's programme?
 - How does it relate to your personal interests?
 - What kind of information have you gathered about the programme and how?
 - Which of the courses offered in this programme are particularly beneficial in pursuing your professional goals?
- What are your professional goals?
 - In which sector would you like to work after obtaining your Master's degree in Communication Management?
- Why do you think you are a good candidate for Communication Management programme given your previous studies and professional experience?
 - What knowledge and skills gathered in your previous education will be useful?
 - Have you already gathered any relevant professional experience?
 - Have you already gathered any relevant experience as a member of any organization?
 - What might differentiate you from other candidates?

Once you are ready, submit the file (named First name Family name_motivation) with admission documents.