

## **Motivation Letter for Admission to the Master's Programme in Communication Management, 2026**

**Please note that if the motivation letter is not submitted as part of the application package, the oral interview will not be conducted, and the candidate will automatically fail the admission process.**

- ❖ Your letter of motivation must include **your full name** and be written **independently by you, in English, without the use of AI tools or external assistance.**
- ❖ Please follow the guidelines below when preparing your letter.
- ❖ Please use Times New Roman, 12-point font, with 1.5 line spacing.
- ❖ Use APA format to structure your text and cite any sources appropriately.

**Important:** *Plagiarism or any other form of academic misconduct will not be tolerated.* **If plagiarism or the use of AI is detected in your motivation letter, your oral exam will be cancelled.**

- ✓ Provide a complete bibliography.
- ✓ Cite sources for all information used.
- ✓ Use APA formatting for in-text citations and the reference list:  
<https://apastyle.apa.org/>
- ✓ Avoid plagiarism:  
<https://www.tlu.ee/en/students-about-ethics-and-plagiarism>

**Part I. Please select a scientific article or book chapter in the field of Communication Management or Intercultural Communication, read it carefully, and answer the questions below (do not include the questions in your response). The maximum length of Part I is 1,000 words. Please do not exceed the word limit.**

1. What is this article about (topic, area)?
2. What are the main theoretical concepts and the 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 enough prior literature reviewed? How is the literature review structured (e.g., is there agreement or contention among scholars regarding the definitions of key concepts? Are there major gaps in theorizing?)
4. Research questions or hypotheses: Are they well grounded in the literature?
5. Are the methods appropriate to answer the research questions or test the hypotheses? Do they align with the theoretical assumptions?
6. What are the findings? Do they answer the research questions or test the hypotheses? Are they meaningful? Do they contribute to knowledge? Do they advance theory?

**Part II. Answer the questions below, but do not include the questions themselves in your response. The recommended word limit is 1,000–1,500 words.**

- ✓ **Introduce yourself and explain your motivations:**
  - Who are you?
  - What is your educational background?
  - Why do you want to study in Tallinn, Estonia?
  - What does studying in Estonia personally mean to you, beyond academics?
  - Why did you choose the Baltic Film, Media and Arts School at Tallinn University?
  - What unique perspectives or experiences will you bring to the international student community?

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- How do you see your background and life experiences contributing to the Communication Management learning environment at Tallinn University?
- In what ways have your personal values shaped your interest in communication management?
- ✓ **Motivation for applying to the chosen master's programme:**
  - How does the programme align with your personal and academic interests?
  - What kind of information have you gathered about the programme, and how?
  - Which courses in this programme are particularly relevant to your professional development?
  - What specific skills or areas of expertise are you hoping to acquire?
- ✓ **Professional goals and global perspective:**
  - In which sector or field do you plan to work after completing the Master's degree in Communication Management?
  - How will this degree help you contribute to your community or make a broader impact (locally or globally)?
  - How do you plan to engage with the multicultural and international environment at Tallinn University?
- ✓ **Suitability for the programme:**
  - Why do you believe you are a strong candidate for the Communication Management programme?
  - What knowledge and skills from your previous education will be useful?
  - Have you gathered any relevant professional or volunteer experience?
  - Have you participated in any organizations or extracurricular initiatives?
  - What differentiates you from other applicants?
- ✓ **Personal experience and communication skills:**
  - Can you describe a specific situation where you successfully managed a communication challenge in your studies or work?
  - Tell us about a time when you had to adapt your communication style in a multicultural setting. What did you learn from the experience?
  - If you could design your own communication project during your studies, what would it focus on and why?
  - Imagine you are creating a campaign to promote a social cause important to you. What would be your message and target audience?
- ✓ **Vision for growth and long-term impact:**
  - What personal or professional challenges are you most excited to overcome during your time at Tallinn University?
  - How do you see yourself evolving as a communicator throughout the programme?
  - In what ways do you plan to contribute to the broader field of communication management after you complete your degree?
  - What role do you envision for yourself in shaping the future of communication in the global context?
  - How do you plan to continue learning and developing your communication skills after completing the programme?

**Once you are ready, submit the file (named *FirstName\_LastName\_Motivation*) together with your admission documents.**