

MSc Communication & Media Testimonials

Matt Ross, United States
MSc Communication & Media, 2020/2021
Fact-Checker, Logically



I came to the programme as a non-traditional American mature student looking to make a midlife career change. The problem was that I didn't know exactly what I wanted to do! Communication is a diverse field, so the course offerings allowed me to tailor the programme toward my interests as they developed. The modules I chose were balanced between the theoretical and practical and gave me the chance to do more than just write essays. My interest in online disinformation and propaganda became a sub-focus of my studies, but I had the opportunity to learn about and write about other interests, from politics to podcasting. I was also exposed to practical training in statistics, data visualisation, and research methods.

A significant component of the course was the Media Management Project. Over the summer, I worked with Media Literacy Ireland, which is devoted to helping people get access to good information, and this provided me with mentorship and hands-on experience. For someone like me who was motivated by future job prospects, the Media Management Project was a godsend.

Today, I work for Logically, a company that uses AI and human expertise to tackle online mis- and disinformation. I am part of an international team of fact-checkers, reporters, investigators, and data scientists working to help improve the information environment. The MSc Communication & Media is for anyone interested in understanding and working in the modern information environment. The experience and knowledge I gained at UCD is what enabled me to find a job in an exciting field and I use what I learned there in the work that I do every day.

Justine Moynat, France
MSc Communication & Media, 2019/2020
Press Officer, Council of European Municipalities and Regions



I was a student in the MSc Communication and Media during 2019 – 2020. My year at UCD was super interesting because of both the academic content and the teaching methods. The MSc also gave me the keys to choosing my future career direction. As such, I was enrolled in the Media Management Project module. My intern site was UN Women France. I contributed to the communication strategy of a festival aiming to promote gender equality initiatives led by civil society actors. The experience was a great success and, by the end of the module, they offered me a one-year contract! Following my UN Women experience, I further developed my communication and media skills at the Media Services Unit of the European Parliament in Brussels. Currently, I am employed as Social Media and Press Officer at the Council of European Municipalities and Regions, which is a European lobby specialised on local governance and city democracy. My position includes working on digital communication, press strategy and newsletters. My deep understanding of contemporary issues in media and communication studies, acquired thorough the masters, helped me kickstart my career!

Noemi Chimisso, Italy
MSc Communication & Media, 2020/2021
ICT & Communications Officer, Environmental Protection Agency



Following a BA in Translation Studies and an MA in Applied Linguistics, I realised that I wanted to pursue a career in communications. Compared to similar courses, I chose the

MSc in Communication and Media offered by UCD because the modules perfectly blended theory and practice. Apart from all the exciting assignments such as developing an episode of a podcast, students can choose to carry out a Media Management Project with a non-profit organisation as opposed to a dissertation. It's not an exaggeration when I say that attending this master's degree was one of the best decisions of my life. I found all modules stimulating, the professors extremely competent and supportive, and the classroom atmosphere positive, and productive. The course always had something pragmatic to offer and was always giving you key skills from its modules. I started this course with the hope of working in the charity sector or for an environmental organisation, and I truly appreciated the flexibility of tailoring assignments around my interests and career goals. Moreover, I had the fantastic opportunity to carry out a social media campaign for the UK-based charity Give a Book for my Media Management Project. Shortly after completing my degree, I had a number of job interviews: potential employers were very impressed with my portfolio developed as part of the course. Thanks to this degree, I now work as an ICT and Communications Officer for the Environmental Protection Agency, where I deal with both external and internal digital communications.

Luzie Nissing, Germany
MSc Communication & Media, 2019/2020
Global Onboarding Experiences Manager, Gorillas



The MSc Communication & Media programme was the best combination of theoretical studying and practical implementation. The programme enabled me to understand theories of communication not only on an academic level but also to detect the methods of communication within the media around me. The real-life examples that were incorporated in the lectures still help me in my career every day. The openness of the university and all its members made it so easy to feel right at home. Throughout the programme, lecturers applied a teaching style that is both thought-provoking and engaging. The lectures allowed me to learn from both my peers and the teachers through assignments and class discussions. The programme really prepared me for my future and was key in landing my first role in the field of Internal Communications. Now having developed to a global role in Employee Experience I still make use of my amazing experiences this programme offered.

Emer Healy, United Kingdom
MSc Communication & Media, 2020/2021
Internal Communications Executive, Virgin Media



Following on from my BAInt (French & Spanish) degree at UCD, I realised my career ambitions lay within the communications landscape. Having researched multiple masters programmes, I decided to study the MSc Communication and Media course at UCD because it allowed me to explore theoretical modules alongside more practical ones. For example, the Media Production Cultures module gave me the opportunity to create a podcast, interview media specialists and produce a video essay. I subsequently used these video and audio editing skills in my Media Management Project with the non-profit, Mother Tongues, and continue to use these, alongside interviewing skills, in my current role as Internal Communications Executive at Virgin Media. Moreover, the research methods modules on the MSc course gave me a solid understanding of analytical research, which I currently use to measure and analyse our Virgin Media communications strategy.

A key benefit of the MSc course was the flexibility to shape assignment topics around our own interests. Gaining experience with a not-for-profit organisation (instead of writing a dissertation) introduced me to the world of work and facilitated making lasting relationships with individuals working in the comms and media sphere. Importantly, I found all my MSc classes engaging and the curriculum extremely relevant and stimulating. The constant support from my lecturers and their genuine interest in my academic progress and wellbeing was second to none. Without studying this course, I would not have had the necessary skillset to get to where I am today, so I am forever grateful to the coordinators. It really is a great course!

Srushti Deotale, India
MSc Communication & Media, 2019/2020
Digital Program Analyst, SSE Airtricity



I am extremely grateful to University College Dublin for enabling me, to take the first step towards the career my dreams. I am currently working at SSE Airtricity as a Digital Program Analyst in their Graduate Program and the MSc Communication and Media was central for me in getting where I am today. The modules were carefully curated to help students find suitable options for their respective career choices and develop their own pathways in learning. I also appreciated the choice between writing a thesis or working on a real-life project for our final trimester at the University. Since I wanted to gain some practical experience, I decided to choose a media management project which proved extremely beneficial in terms of developing practical skills for my future career. The degree is the perfect mix of practical and theoretical.