



With the support of the  
Erasmus+ Programme of  
the European Union

**Media Arts Cultures**  
Erasmus Mundus joint master degree

### Letter of Motivation

Required as part of an application for the MediaAC programme.

File title: Name\_LoM.doc / Name\_LoM.pdf /

Surname:

First Name:

Date of Birth:

Please write a letter of motivation (maximum 1 page). The letter should refer to the questions below. More about MEDIAAC programme on [www.mediaartscultures.eu](http://www.mediaartscultures.eu).

- What is your motivation to participate in the MediaAC programme?
- Why is this master course the next step for your personal Curriculum Vitae? Please refer to the objectives of MediaAC.
- Which of the course modules are most important to you?
- What is your preference for the specialization track in the 4th semester (Cultural Research and Management or Creative Applications and Industries)? Why would you prefer this track?
- Which abilities (academic/professional/personal/...) qualify you for participating in MediaAC?
- What expectations do you have regarding teaching and mobility (moving to a new university every semester)?

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#### **Difference** between the Letter of Motivation, the Essay and the Example of Work.

The Letter of Motivation should describe why YOU as an individual want to participate in THIS program, the Media Arts Cultures, MA.

The Essay should allow the application board to learn more about your perspective on Media Arts Cultures and the level of insight, understanding or creative problem solving you are capable of contributing as a student and future player in the field. The Essay should demonstrate your future potential.

The Example of Work should demonstrate your current best practice. Depending on your background and relation to Media Arts Cultures, your example might be a scholarly paper, an artwork, a curatorial project, a manifesto, or a project related to an event, policy or residency. The example of work should directly correlate with your CV.