



**EAST BRIDGE
UNIVERSITY**
PARIS, FRANCE

APPLIED DOCTORATE IN MEDIA SCIENCE



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In the recent years, the field of media has seen an unprecedented growth, especially with the onset of various social media platforms, which have become the most important channels for content generation and marketing. This scenario demands professionals with an innovative outlook who are ready to take on new challenges and think of new ways to leverage media to attain desired outcomes. East Bridge University's Applied Doctorate in Media Science is a specialised research program designed for individuals who are willing to take a deep dive into the world of media and analyse the new and upcoming problems and develop innovative solutions to address them. Our online doctorate enables researchers to develop analytical abilities and critical thinking by encouraging them to apply theoretical knowledge to address real-world media issues, preparing them to thrive in the dynamic media world as leaders and change-makers.

What is an **Applied Doctorate**?

An Applied Doctorate is an advanced doctoral program that prepares professionals for specialised roles within their fields of expertise. Unlike PhDs, which are typically required for university teaching, an Applied Doctorate focuses on applied learning and practical expertise. Applied doctorate programs can also be called "practitioner" degrees, designed to empower professionals to leverage their industry insights to innovate and apply existing knowledge uniquely.

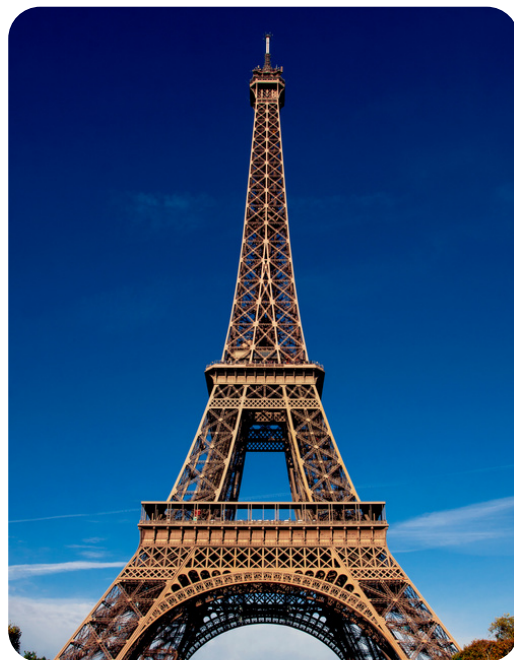
East Bridge University's online Applied Doctorate programs emphasise independent research tailored to professional contexts. EBU's Applied Doctorate acknowledges a professional's extensive practical experience and expertise in specific areas. Hence, the doctoral research centres on applying existing theories and knowledge to enhance professional practice, preparing candidates for senior roles in the industry.

An Applied Doctorate will be the right choice for you if you want:

- ✓ Enhance your expertise in the functional disciplines of your profession.
- ✓ Engage in action research addressing real-world issues relevant to your current professional context.
- ✓ Offer practical solutions to contemporary challenges.
- ✓ Become an authoritative leader in your field of expertise.
- ✓ Facilitate constructive industry-wide improvements.



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Why Pursue an Applied Doctorate in Media Science?

As artificial intelligence, digital technologies, online streaming platforms and social media are changing the ways of content generation and media consumption, the need for professionals who can advance research, develop new practices and bring in innovation is increasing. Our Applied Doctorate in Media Science goes beyond academic theories and encourages researchers to delve into buzzing media issues such as digital disruption, media ethics, global communication policies, audience behaviour, and content innovation.

Equipping professionals with robust research acumen, EBU's online doctorate program in media science equips students with the skills to become thought leaders in their specialised field. Researchers drive transformation in the media industry while enhancing their professional credibility and academic qualifications. The program allows media professionals, strategists, and policymakers to have the tools to critically analyse the media scenario and address the raging issues in the field of science innovatively and intricately. Pursuing an Applied Doctorate in Media Science opens doors for candidates for international job opportunities in strategic and leadership roles across various industries.

Course Structure

Coursework 1: (15 Credits)

- ✓ Conducting Accurate Internet Research

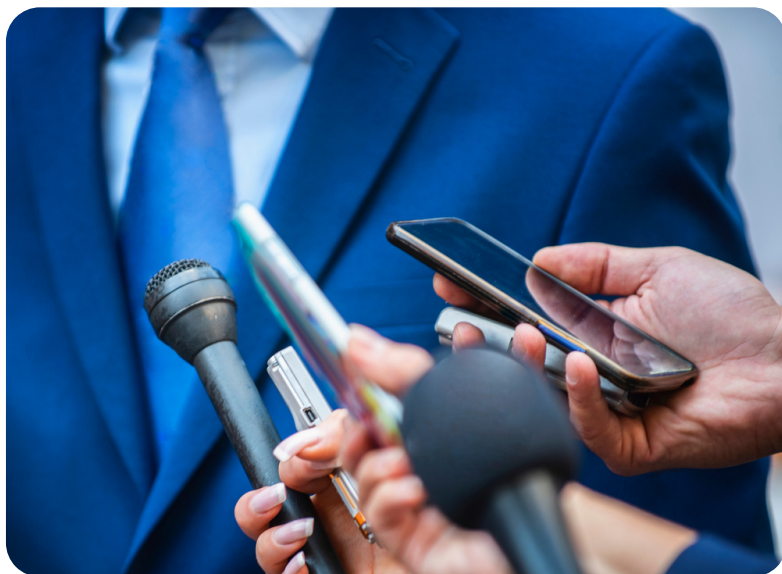
Coursework 2: (45 Credits)

- ✓ Introduction to Research (15 Credits)
- ✓ Crafting Your Research (30 Credits)

Dissertation: (90 Credits)

- ✓ 10,000-word Research Paper

Viva Voce / Thesis Defense: (30 Credits)



About East Bridge University (EBU)



East Bridge University is a **global higher education institution** that offers online and affordable degree programs, diplomas, and certified courses to all. Tailored to meet the evolving needs of the 21st century, our programs offer a unique blend of robust theoretical knowledge and practical, real-world exposure. We aim to **empower adult learners and professionals with the best industry-specific courses** that enable them to navigate the dynamic and ever-evolving professional landscape seamlessly. At East Bridge University, we greatly foster critical thinking, analytical skills, and leadership qualities among our students.

East Bridge University is **legally incorporated in Paris** and has received authorisation from the Rector Office of the Paris Academy, which is under the jurisdiction of **the Ministry of National Education**. This prestigious recognition positions EBU as a legitimate, respected, and independent distance learning institution.

What Makes Our Programs Unique?



Find work-life balance with our online, flexible program.



The course is endorsed by global partners and education bodies.



Gain a deeper understanding of the functional disciplines of your profession.



Get the opportunity to conduct action-based research work, solving real-world challenges.



Enhance your career prospects by earning academic credentials.



Be able to promote positive change and growth in your industry.



Become an industry expert and thought leader in your field.



Open your doors towards doctorate-level academic pursuits.



Address real-world problems with a strong academic understanding.





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East Bridge University's Memberships



Association to Advance
Collegiate Schools of
Business (AACSB)



Continuing Professional
Development (CPD)



British Quality Foundation
(BQF)



European Association for
International Education (EAIE)



European Council of Leading
Business Schools (ECLBS)



E Learning Quality Network
(ELQN)



Association for Teacher
Education in Europe (ATEE)



European Society for
Research on the Education of
Adults (ESREA)



Accreditation Council for
Business Schools and
Programs (ACBSP)

East Bridge University's Accreditations



European Agency for Higher
Education Advancement
(EAHEA)



Education Quality
Accreditation Commission
(EQAC)



EDU.INT - INTER-
GOVERNMENTAL
ORGANIZATION



International Association for
Quality Assurance in Pre-Tertiary
& Higher Education (QAHE)



International Education
Accreditation Council (IEAC)



OTHM Qualifications



Mercosul Accreditation
Agency (MACCA)



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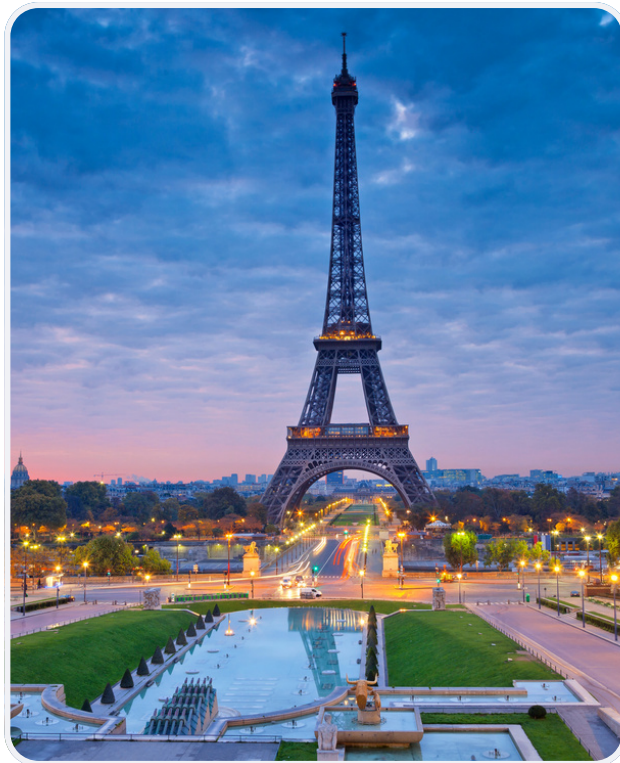
Eligibility Criteria:

To be eligible to pursue an Applied Doctorate, an applicant must meet the following criteria:

- ✓ A recognised Bachelor's or Master's Degree in the relevant field of study.
- ✓ Verified score of a standardised test such as IELTS 6.0 or its equivalent.

Career Opportunities

East Bridge University's Applied Doctorate in Media Science equips graduates to take on prestigious and influential roles in academia, media organisations, consulting, and policy-making. With a strong blend of research expertise and practical application, graduates are prepared to lead innovation and shape the future of global communication.



- ✓ Media Consultant
- ✓ Digital Media Director
- ✓ Broadcast Executive
- ✓ Journalism & News Director
- ✓ Media Policy Advisor
- ✓ Content Development Head
- ✓ Communication Strategist
- ✓ Media Researcher / Academic Professor
- ✓ Audience Insights & Analytics Lead
- ✓ Public Relations & Corporate Communication Leader
- ✓ Film & Media Producer
- ✓ Advertising & Creative Director
- ✓ Social Media Strategist
- ✓ Corporate Storytelling Expert
- ✓ Publishing & Editorial Director





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**Shape the Media Landscape with
Research-Driven Innovation. Become
a Thought Leader in Media Science.**

*Apply Now and Lead the Next
Chapter in Media Evolution!*

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