

HOW TO WRITE A MOTIVATION LETTER



Welcome to our guide designed to help you craft a compelling motivation letter for your application to a Master's program in Communication of Science and Innovation. This guide is structured as a series of questions carefully curated to assist you in showcasing your passion, qualifications, and aspirations effectively. **Following this guide will significantly increase your chances of standing out and being selected for the program.**

INTRODUCTION

- Who are you? (Name, educational background, current occupation, etc.)
 - Do you possess any academic background, or have you completed specific courses or projects that are relevant to communication?
 - Why are you interested in Communication of science and innovation as a field of study?
 - What specific experiences or events have influenced your interest in this field?
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EXPERIENCE

- What personal and professional qualities or characteristics make you a good fit for this program?
 - Have you worked or volunteered in any positions related to communication?
 - What skills have you gained from these experiences that are applicable to this program?
 - Can you provide examples of how you've effectively communicated to various audiences? (Links to blogposts, videos, social media content ...)
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MOTIVATION

- What is motivating you to pursue a Master's degree in Communication of science and innovation?
 - How do you envision this program helping you achieve your academic and career goals?
 - Do you have any specific areas within Communication of science and/or innovation that you're particularly interested in exploring during the program?
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