

MANUAL INTERNSHIP COMMUNICATION SCIENCE

Internship coordinator CW
M.C. (Tinca) van der Bom
Email: m.c.vander.bom@vu.nl
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VRIJ
UNIVERSITEIT
AMSTERDAM

Faculteit
der Sociale
Wetenschappen

Internship manual Communication Science

Internship coordinator

M.C. (Tinca) van der Bom

Email: m.c.vander.bom@vu.nl

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1. General information about an internship at Communication Science

1.1 Internship in the professional practice of Communication Science

The purpose of the internship is twofold. On the one hand, it is about applying the knowledge and skills you have gained during the Bachelor's programme in practical situations. A clear link is therefore made between theory and practice. On the other hand, you are supposed to expand your skills in a professional context. Think of working in a team, drawing up a schedule, but also making daily policy decisions or working with new research or analysis tools.

In addition, an internship offers you the opportunity to get to know the communication sector, which can help you in your further studies and career choices. Moreover, an internship allows you to network and develop yourself on a personal level. All this makes an internship a valuable part of your education, but also an important addition to your curriculum vitae when you enter the labor market.

1.2 Learning objectives

An internship in Communication Science has a number of general learning objectives:

1. After completing an internship, the student is able to apply the knowledge and skills gained during the Bachelor's programme in Communication Science in practice and to reflect on them (afterwards).
2. After completing an internship, the student has new practical knowledge and skills about communication processes and can reflect on this.
3. After completing an internship, the student is able to set up and carry out a literature study relevant to practice.
4. At the end of an internship, the student is able to critically reflect on the functioning of himself, temporary colleagues and the internship organization.

In addition, as an internship student you formulate a number of personal learning goals. These learning objectives may vary from student to student and relate to different skills. You set these learning objectives yourself, but are supported by your CW supervisor. See **Appendix 1** for an example of personal learning objectives.

1.3 Conditions

There are a number of conditions and procedures that ensure that the internship is a valuable addition to your education, so that the learning objectives are achieved. First of all, you will be supported during your internship by two internship supervisors: a supervisor within the internship organization and a CW supervisor from the VU. These supervisors will help you shape your internship activities and achieve your learning goals. The internship itself must be filled with independent tasks (at an academic level). You also do this by working on a specific research assignment at the internship organization that you have set up together with your internship supervisors. It is very important that your internship activities are embedded in the organization. This means that in addition to your independent research assignment, you will also participate in and become acquainted with the daily activities in the practice of the internship organization. All in all, there are four conditions that you must

meet to be eligible for an internship:

1. *The content of the internship is related to your study Communication Science.*

The content of your internship should be related to communication. In practice, this means that you are likely to work at a communication-related company (a marketing or consulting firm, a PR firm or a news organization) or at a communications department of an organization that does not specifically focus on communication. It is important that your work is focused on communication; It is not the intention that you will take care of the payroll administration at a marketing agency, for example.

2. *Work must be carried out independently.*

It is important that your internship work goes beyond just cooperating. You will have to carry out a number of activities independently at a (mostly) academic level. The content of these activities depends on the type of company or department where you do your internship. For example, if you are doing an internship in a PR department, you may be responsible for preparing press releases and organizing an event. If you are doing an internship at a news agency, you may be responsible for approaching guests and writing articles for the website.

3. *You will work on a practice-oriented research assignment at academic level. This is called the internship research assignment.*

In the internship, attention must be paid to the search for and application of communication, scientific, theoretical and empirical knowledge in practice. In response to a communication scientific problem or question from the internship organization, you will conduct a literature study during the first half of your internship period that results in advice for the internship organization. This shows that you know how to link your communication science knowledge and research skills to practice. Based on communication scientific insights in the literature, you can also develop an intervention to improve communication processes within or around the organization, for example in the field of knowledge sharing, new media use, PR, information, customer relations, etc. The result of the literature study or the advice regarding, for example, an intervention to be carried out is carried out in the second half of the internship if possible. For example studies, see **Appendix 2**. It is mandatory that you spend between 30 and 50 percent of your time on your internship research assignment.

4. *Internal internship supervision is provided by a suitable internship supervisor.*

With an internship you do not have a full-fledged position, of course, but you are still in training. This requires guidance from someone who works in the company and can help you with your professional development, but also with your internship research assignment. This internal internship supervisor is the point of contact and is there for the daily guidance during your internship. It is essential that your internal internship supervisor has sufficient time and knowledge to guide you. It is mandatory that your internal supervisor has time for you on a weekly basis and has a (social) scientific background. It is important that you take care of / check whether there is a suitable supervisor at the internship organization. So make sure that the internal supervisor has a relevant academic background and has sufficient research skills. If this is not guaranteed, the internship cannot be approved. However, in consultation with the internship coordinator, a different background from an internal internship supervisor can be accepted if, for example, the above condition is sufficiently met through in-service training and experience. This must be justified in the internship proposal .

In short, an internship can only be approved if:

1. The content of the internship is related to your study Communication Science.
 2. The work must be carried out independently.
 3. You work on a research assignment at an academic level.
 4. Internal internship supervision is provided by a suitable internship supervisor.
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1.4 Determine the amount of EC and the level

1.4.1 Duration of the internship

Internships of different sizes are possible; an internship can yield 18, 24 or 30 EC. The content of each internship is different. To determine how many credits an internship is worth, we look at the time you spend on the internship is worth. One EC stands for 28 study hours.

The different internships should therefore have the following minimum duration:

- Internship for 18 EC = 504 hours / 63 working days / 12.6 full-time weeks
- Internship for 24 EC = 672 hours / 84 working days / 16.8 full-time weeks
- Internship for 30 EC = 840 hours / 105 working days / 21 full-time weeks

1.4.2 Level of the internship

All FSW students in the third year have the space of one semester in which they have different choices to obtain 30 EC. This requires a minimum of 12 EC at level 300 (advanced level). The remaining 18 EC must be of level 200 (there are a few exceptions to this, see VU.net for more information). For the internships, the level is determined by the duration of the internship, see the table below.

Amount of EC	Level	Expensive	Remaining space for choice
18 EC	Level 200	504 hours (12.6 weeks)	12 EC (min. level 300)
24 EC	Level 300	672 hours (16.8 weeks)	6 EC (min. level 200)
30 EC	Level 300	840 hours(21 weeks)	No

Table 1. Overview of amount of EC and level internship

2. Before you start: what do you need to arrange? (Step 1 to 3)

To do a good internship you have to go through three steps. It is important that you are responsible for finding a good internship and making clear agreements with your internship supervisors. This is formally laid down in your internship work plan and the VU internship contract.

2.1 Step 1: Find an internship

Searching and finding an internship is the student's own responsibility. The Department of Communication Science does not have a ready-made internship available for every student who wants to do an internship. However, we are regularly approached by companies that offer internships for Communication Science students. These are offered through the Social Sciences Career Platform. Internships offered here are not necessarily approved; You will have to check for yourself (with the internship coordinator ultimately deciding) whether it is a suitable internship.

Experience shows that own initiative is often rewarded. If you know an organization or company where you would like to do an internship and you think that there is an internship opportunity that meets the requirements for an internship, do not hesitate to take initiative and inquire about internship opportunities. The fact that you take initiative is usually already appreciated. Furthermore, information about possible internships can be found in many other places, for example on the VU Career platform or via <http://www.mediastages.nl> (contact them to ask about vacancies for English-speaking interns).

2.2 Step 2: The internship proposal and the internship contract

Once you have found an internship, you will draw up an internship proposal. You can mail this internship proposal to the CW internship coordinator (Tinca van der Bom; m.c.vander.bom@vu.nl). It is important that you take into account the following: submit an internship proposal as early as possible, but at the latest....

- a. 1st of June in the case of an internship with a start date in September;
- b. two months before the start of the internship if the student wants to do an internship at a different time in the academic year than in September;
- c. from July 1 to September 1, there will be no assignment of CW internship supervisors.

The internship proposal consists of a **Word file** (do not send a pdf version) of about 1 to 2 pages, is written in correct English and contains a cover page with your name, student number, VUnet ID and contact details:

1. *Information about the internship organisation*

- a. Practical data (name of organisation, address, location, department)
- b. Clearly describe the organization, such as which department you will work in (Add a (partial) organization chart if necessary), how many people work there, describe the work culture (formal-informal for example), etc.. It is about giving a short but clear description of the organization and /or the department where you are doing your internship.

- c. Relationship to the organization (how did you find the internship, is there a relationship with the company - for example, an acquaintance who works there).
2. *Duration of the internship*
 - a. The exactly scheduled start and end date of the internship. For example, from September 1 to January 31.
 - b. The number of hours per week that you will do an internship. Make sure that these total (hours per week x number of weeks) match the size of your internship and take into account vacation days (Christmas and New Year's Eve, for example).
 - c. The amount of EC you will achieve with the internship.
 - d. How much of the time you think you will work on the internship research assignment (30-50%) and when the deadline will be for submitting the literature study (halfway through the internship). Indicate how much time is left afterwards for the possible implementation of the advice (the result of the literature study).
 3. *Content of the internship*
 - a. The nature of the internship (what tasks will you perform)
 - b. A first idea of the research assignment (what is the possible question of the company you are going to answer or for which problem do you want to formulate an advice, what literature do you want to use and what is the design of your study?)
 - c. The relevance of the internship and the connection to the study programme (how does it fit in with communication science and what knowledge and skills will you apply that you have previously gained)
 4. *Guidance*
 - a. A proposal for an internship supervisor at the internship organization (name, contact details, (social) scientific background and whether there is a university level of education. Be precise in this (level and field).
 - b. Agreements on the frequency of supervision of the internal internship supervisor at the company. In any case, this will have to be weekly.
 - c. A preference for a CW supervisor (not mandatory).

The internship proposal will be assessed by the CW internship coordinator on the above conditions. You will hear within ten working days whether your internship proposal has been approved. If the internship proposal is not approved, you can submit an improved proposal based on the instructions of the internship coordinator. If the internship proposal is approved, the internship coordinator assigns a CW supervisor and a second assessor (please note: in the summer months of July and August there is no allocation as indicated). If you have a CW supervisor, it's a good idea to contact them as soon as possible so you can discuss the internship together and start the internship work plan.

As soon as your internship proposal has been approved by the internship coordinator, you can have the VU internship contract signed by the organization and signed by yourself. On behalf of VU Amsterdam, you can ask your CW internship supervisor to sign. You are obliged to use the official internship contract of the VU (and therefore NOT a possible contract of the internship organization). The internship contract of the VU can be found on the internship page on CANVAS. You can download it there (see also **Appendix 3**).

2.3 Step 3: The internship work plan

In order for the internship to run smoothly, it is very important that there is a clear work plan at the beginning of your internship that all parties can agree on. This ensures that it is clear to yourself and to both your internship supervisors what the most important tasks are within the internship and - more importantly - that you are sure that the internship meets the requirements. The internship work plan is emailed to your CW supervisor, the second assessor and your internal supervisor at the organization and must be submitted no later than **three weeks** after the start of the internship. The internship work plan consists of a maximum of 2000 words (6 pages), is written in good English and contains a cover page with your name, student number and contact details. In addition, the following information should also be included:

1. *Information about the internship organization (see internship proposal)*
 - a. Practical data (name of the organisation, address, location, department)
 - b. Clearly describe the organization, such as which department you will work in (Add a (partial) organization chart if necessary), how many people work there, describe the work culture (formal-informal for example)?, etc. It is a short but clear description of the organisation and/or the department.
 - c. Relationship to the organization (how did you find the internship, is there a relationship with the company - for example, an acquaintance who works there)
2. *Duration of the internship (see internship proposal)*
 - a. The exactly scheduled start and end date of the internship.
 - b. The number of hours per week that you will do an internship. Make sure that these as a total (hours per week x number of weeks) match the size of your internship and take into account vacation days (Christmas and New Year's Eve, for example).
 - c. The number of EC you will achieve with the internship.
 - d. The level at which the internship is signed off.
 - e. How much of the time you will work on the research assignment (30-50%) and when the deadline of your literature review will be.
3. *Description of the internship tasks (adapted compared to internship proposal)*
 - a. The nature of the work for your internship (what tasks will you perform)
 - b. The problem definition and literature you will use for your literature review (see 3.2 for further explanation)
4. *Learning objectives (new information)*
 - a. A description of the general and personal learning objectives (see 1.2), possibly specified and/or supplemented, and an indication of how this will be done (see **Appendix 1** for an example table).
5. *Agreements and conditions (adjusted compared to internship proposal)*
 - a. Information about the internal internship supervisor at the internship organization (name, contact details, (social) scientific background and education level (be specific). If the level of education of the internship supervisor is not university and/or insufficient to guide you in your research, then it must be explained how a solution has been found.
 - b. Agreements about the nature and frequency of the supervision by the internal internship supervisor. Plan a mid-term evaluation mid-term internship (see e.g. questions in **Appendix 4**).

- c. A schedule (per month and/or week, including the course of your internship research assignment and (estimated) scheduled appointments and deadlines);
 - d. Which social and material provisions apply (can you use certain facilities, do you receive an internship allowance, can you work from home, etc.)?
 - e. If necessary: any special arrangements (e.g. on confidential data)
 - f. Method of submission (with or without presentation, for example) and deadline for the literature study and for the internship report
6. Annex: the VU internship contract, signed by two supervisors and the student

The internship work plan must be approved by your internal supervisor, your CW supervisor and the second assessor. Your CW supervisor will send you an email (with your internal supervisor and the second assessor in cc) to let you know if the internship work plan has been approved and/or what needs to be improved.

Please note: if the internship turns out to be structurally different from what is stated in the internship work plan, you must sound the alarm in time. You run the risk that your internship will be rejected at the end of the internship because it does not meet the requirements.

3. During your internship: what should you do? (Step 4 to 6)

3.1 Step 4: The execution of the internship

You will be guided in the execution of the internship and this will be done, among other things, by writing a logbook. Both are explained below.

3.1.1 *Internship Supervision.*

The daily supervision is mainly done by the internship supervisor within the internship organization. It is therefore important that you make good agreements about how this guidance takes shape. This depends on the organization and the type of internship, but it is important that you have regular contact with your internal internship supervisor about your work. Your internal supervisor also supports you in working on the research assignment and ensures that the progress and completion of the internship proceeds according to the agreements made. **Ultimately, as an internship student, you are responsible for keeping an eye on the supervision of the internal internship supervisor, clear agreements between you and the internship organization and working on the set of learning objectives.** You can always contact your CW supervisor if there are any problems in this area and you can contact your CW supervisor for advice regarding the work and/or the literature study during the internship.

If desired, your internal supervisor and CW supervisor will have contact twice (face to face, online, by e-mail or by telephone); when approving the internship work plan and when assessing the internship. Your CW supervisor has a limited amount of time to supervise you: for 18 EC internships this is 9 hours, for 24-30 EC internships this is 12-15 hours. In practice, this means that in addition to the contact via e-mail, you can make 3 to 5 appointments with your CW supervisor. You are expected to **inform your CW supervisor about the progress of your internship at least once every two weeks via a short email.** During your internship, you will share a logbook (see 3.1.2) with your CW supervisor on three occasions, so that the progress of your internship is monitored.

Since your CW supervisor only has a limited number of hours to guide you (after all, the daily supervision takes place at the internship organization), your CW supervisor mainly has an advisory and controlling role. It is important that you as an internship student are responsible for the internship as indicated: we expect you to be proactive, monitor the progress and planning yourself and let the supervisor know in good time when you need support or if unexpected problems arise that have to do with the progress of the internship or radical changes in the nature of the work. Make sure you send documents that need to be discussed well in advance before making arrangements with your supervisors. Before submitting your **final literature review (halfway through the internship), don't forget to send a draft to your CW supervisor if you want to receive feedback. The same applies to your internship report at the end of your internship. Send this concept** to the CW supervisor **during your internship in the last month.** In addition, make sure that you work during your internship to keep track of your activities (using the logbook, see 3.1.2), and how they contribute to achieving your learning goals and the feedback you have already received within your internship organization.

3.1.2 *The log*

During your internship you will keep a logbook (see **appendix 5**). Depending on the appointment with your internship teacher, you will write down weekly or monthly notes, work reports, examples of your own internship communications, etc. You will send at least **three**

logbooks to your internship teacher during your internship. You add these three logs as an attachment in your internship report.

In your logbook you record your activities and the reflection on them. In addition, you will reflect on the learning process during the internship. Are you developing new skills? How do you work on your learning goals and development points from your internship work plan? What works and what doesn't (yet) work and why?

3.2 Step 5: The internship research assignment

The internship research assignment consists of a literature study and possibly an implementation based on the outcome of the literature study or there is an additional study to be done. The literature review is mandatory. A practical follow-up to the literature study (or review) is a recommendation, but not a mandatory part of the research assignment.

However, it would be a pity if nothing else is done with the outcome of the literature review and it is also an opportunity to see and learn how advice based on the literature can be implemented in practice. Both parts of the research assignment are explained below.

3.2.1 The literature study

In your career as a student, you have already had many writing assignments. In (almost) all these assignments, you conveyed scientific information to a scientific audience: your teacher, or your fellow students.

With your internship, the assignment is different. The aim is to use scientific knowledge to find a solution to a 'problem' of the internship organization. In your report to the internship organization, you will therefore have to make scientific information accessible to a non-scientific audience. The number of words for the literature review and the number of sources consulted depends on the amount of EC. Table 2 shows the guidelines in force below.

Amount of EC	Level	Expensive	Directives
18 EC	Level 200	504 hours (12.6 weeks)	8 scientific sources Literature study 2000 words
24 EC	Level 300	672 hours (16.8 weeks)	12 scientific sources Literature study 3000 words
30 EC	Level 300	840 hours(21 weeks)	15 scientific sources Literature study 4000 words

Table 2. Overview of guidelines per type of internship.

You work on the literature study in the first half of your internship and formulate an advice for the 'problem' based on the study. The deadline for the final literature study is therefore halfway through the internship and you determine the date in consultation with your CW supervisor. For example, the deadline for a 30 EC internship that starts on the 1st of September is the 1st of December.

The literature study contains three chapters and in total consists of the following parts:

1) Management summary (1/2 - 1 page)

- a. In the management summary you give a short and attractive overview of the literature study you have done. This is similar to an abstract of a scientific article, but written for a non-scientific audience, namely your internship organization.

2) Chapter 1: Introduction: Problem Definition

- a. In the introduction you start specific, then become more general, and then come to a (very) specific problem definition. It is most obvious to start with a brief description of the internship organization. This is followed by a description of the problem as you (together with your two internship supervisors) have defined it. Next, it is usually good to give a more general context of this problem. Then comes the most important part: the problem definition in which you (re)define the problem so clearly that it can be analyzed and addressed. Because: what exactly is the problem of your internship organization? If all goes well, you will have found out by asking good questions to the client and by doing background research. In summary, the following components are discussed in Chapter 1:
 - i. Brief description of the internship organization
 - ii. Brief description of the problem as introduced by the internship organization
 - iii. More general context of this problem
 - iv. The problem definition (answer to key questions: what, why, for whom, possible causes, target group, applied, concrete, CW-relevant, influenceable?)
 - v. Describe how you will carry out the problem analysis by means of a literature study or describe the method of research.

3) Chapter 2: Problem analysis: exposition of literature

In this chapter you will probably become a little more scientific (by approaching the problem from existing theories and empirical studies), but keep the argument understandable to a non-scientific audience. Make sure you define clear variables (e.g. attitude, purchase intent, subjective norm, etc.), and explain how the different variables relate to each other. This is done based on scientific literature you have selected. Determine how to critically evaluate the sources. Don't just repeat the findings of a study, but interpret the study, determine its usefulness, and bundle the sources by painting a coherent picture of the literature as a whole.

4) Chapter 3: Conclusion and advice for the organization

Finally, in chapter 3 you argue the advice for your internship organization. This choice is motivated by arguments based on your own literature review. So start by briefly describing the results found from the literature review, the conclusion. Based on this conclusion, you then write concrete advice for your internship organization. Finally, you can give a point-by-point summary of the advice on one page.

5) Literature list according to APA

3.2.2 *Implementing the advice or conducting additional research*

After submitting your literature study, you can spend the rest of your internship time on the second part of the research assignment. In addition, you can either implement the advice resulting from your literature study in consultation with the organization or conduct additional research. The latter may be the case if, for example, the advice is to map out certain things even better. This can take shape through focus groups, interviews or questionnaire research, etc. In both cases, the outcome is presented to the organization. Sometimes it is difficult to implement the advice of the literature study in the short time that remains of the internship, because, for example, it requires more time or perhaps can only be carried out a year later. In such a case, you can choose to either start the change or carry out another project. Decide together with both supervisors what the best option is. The most important thing is that experience can be gained with the role of researcher or communication advisor within the context of an organization in which scientific knowledge is consciously linked to practice. During this part, always discuss with the internal supervisor how to implement advice in the organization as successfully as possible; why does something work or not, why do people accept something or not within the organization, for example.

3.3 Step 6: The internship report

The internship report consists of two parts: the internship report and the literature study. Both reports must be submitted to your CW supervisor and second assessor; only the literature review must be submitted to the internship organization. If all goes well, this should have happened halfway through the internship. A few weeks before the end of your internship, you have the opportunity to submit a draft version of your internship report to your CW supervisor for feedback.

3.3.1 *Guidelines*

Just like written products of other courses, the internship report must meet the formal preconditions of academic assignments. If the internship report (and incidentally also the literature study) does not meet these guidelines, it will not be checked. The following guidelines must be observed:

- Correct language (sentence structure, spelling, punctuation)
- Table of contents
- Design according to APA guidelines (Times New Roman 12, line spacing 1.5)
- Bibliography according to APA guidelines

Your internship report must also include a cover page with at least the following information:

1. Name of the internship organization, department and internal internship supervisor
2. Name of the student, student number, study programme
3. Name of the CW supervisor
4. Start and end date of the internship
5. Number of EC
6. Word Count

3.3.2 *Parts of internship report*

The internship report shall contain at least the following elements:

1. A description of the internship organisation
2. A short report of the process of the internship (which tasks have been carried out, has certain projects been worked on, etc.)
3. A reflection on the internship tasks performed (about one's own functioning in the internship organization and the learning results for the Communication Science study).
4. A reflection on the process of working on the literature study and the trajectory afterwards and/or a reflection on the execution of the two-part research assignment.
5. A description of how the student has worked on their personal and professional learning goals, including evidence or references
6. The collected feedback from the internship organization on how the student worked on the internship activities and the literature study
7. Appendix: the three logbooks and the literature review

4. After your internship: how will your internship be assessed? (Step7)

4.1 Step 7: Assessment of the internship

Each internship is concluded with an internship report, and has as attachment the literature study. The CW supervisor will use your internship report to assess your internship. Start writing your internship report during the internship, so that events are still fresh in your memory and so that you do not suffer a study delay. This also falls under the hours you spend on your research assignment (30-50% of your working time). Use the logs as a reference to gain insight into your learning process.

At the end of the internship period, you ask your internal internship supervisor to fill out an assessment form and ask him or her to send it directly to the CW supervisor. The assessment form can be found on the CANVAS page of the CW internship, see also **appendix 6**). After completing the form, the internal internship supervisor sends the form to the CW supervisor, whereby in the CC the intern can be added in the e-mail. If the assessment of the internal internship supervisor is sufficient, your internship report will be assessed by your CW supervisor and the second assessor. The assessment of the internship report takes place in terms of 'sufficient' or 'not sufficient'.

4.2 Extra (possible) step: Retake of the internship report

If the assessment is 'not sufficient', you will be given a one-off opportunity to improve the internship report. From the beginning of the assessment 'not satisfied' you have 1 month for this. The new version of the internship report must be returned by e-mail. If the assessment remains 'not sufficient' after your internship report has been corrected, the internship will be permanently rejected and you will have to fill in the profiling space in a different way (this is of course also allowed by means of a new internship).

5. Deadline overview

The course of an internship in short:

1. Once you have found an internship, submit an internship **proposal** no later than **two months before the start of the internship** (taking into account the deadlines mentioned in 2.2). You will then be assigned an internship supervisor.
2. **Within three weeks** of the start of your internship, you submit an internship **work plan** and sign the internship contract. You also determine the **deadline of the literature study**.
3. During your internship you will receive weekly guidance from your internal supervisor and you will keep your CW supervisor informed at least every two weeks. You have a total of 3-5 (online) appointments with your CW supervisor. During your internship you will work on your internship report and the literature study. You also keep a logbook in which you describe your work and your reflection on it. You will share **three logs** with your CW supervisor during your internship.
4. **Halfway through the internship**, you will have the opportunity to share a **draft version** of the **literature review** with your CW supervisor for feedback. You then hand it in definitively on the agreed date.
5. No later than two weeks before the end of your internship, you have the opportunity to share a **draft version** of the internship report with your CW supervisor for feedback. You then definitively submit the internship report on an agreed date or the last day of your **internship**.
6. Your internal internship supervisor, CW supervisor and the second assessor **will assess** your internship report. If there is a failing grade, you can improve the report once. The improved version must be submitted within one month of the publication of the insufficient version in order to succeed.

Appendix 1 Sample table with learning objectives

General learning objectives	How did you work on that?	Proof/reference
After completing an internship, the student can apply the communication science knowledge and skills acquired during the bachelor in practice and can reflect on this (afterwards).		
After completing an internship, the student has new and/or improved practical communication science knowledge and skills and can reflect on this (afterwards).		
After completing an internship, the student can set up and carry out a practically applicable research.		
After completing an internship, the student can critically reflect on the functioning of himself, of temporary colleagues and of the internship institution.		
Personal learning objectives (<i>note: the learning objectives below are examples</i>)	How did you work on that?	Proof/reference
I want to see if a particular field of work suits me, which may influence the choice of a Master's programme.		
I want to make sure that I structure my work during the internship.		
During the internship I want to make a planning for the research and stick to it.		
I want to gain more insight into my strengths and weaknesses during my internship.		
I want to sharpen my analytical skills during the internship.		
I want to say no more clearly during the internship, if I cannot or do not want to deliver what the other person asks.		
During the internship I want to listen better and ask questions if someone else tells me something or wants something from me.		
I want to learn to receive better criticism, without feeling personally attacked.		
I want to learn to indicate boundaries during my internship.		

Annex 2 example of internships

The professional practice of communication science is varied and an internship can therefore be given various interpretations. A few examples of possible internships can make the above requirements a bit clearer:

1. As an internship research assignment, a company formulates the question whether, and if so how, they should be active on social media. This is a question that can be answered well from communication science. The intern sets up an investigation to find an answer here. This can first consist of a literature review and then a qualitative, quantitative study (e.g. a focus group, interviews, a questionnaire, market research). In addition, the intern can implement a new way of dealing with social media in the organization (e.g. a targeted webcare strategy, or a company blog) based on existing communication scientific insights (elaborated in his own literature review). In the internship report, he/she describes the course of the literature study and to what extent a possible implementation based on this study was successful (why or why not).
2. A company has found that there are sometimes problems with cooperation between older and younger employees. The intern is given an internship assignment to find out how internal communication between generations can be improved. The intern searches the literature for relevant research in this area (e.g. consequences of stereotypes about age groups, use of new media by older people, media literacy) and investigates through interviews and a questionnaire whether this is indeed the case among employees. Based on this, an advice is presented at the end of the internship.
3. A company that is engaged in the promotion of artists wonders which social media can best be used and what is the right way to do it (do's and don't's). The intern investigates what is known about it in the literature, implements some new methods of use (Instagram and Facebook) and investigates what this yields on the basis of figures.
4. A company wants to review external communication with customers. There are different departments, from which different types of letters are sent from different systems. In addition, it has been found that the tone of a letter is not always appreciated by customers. The company wants the letters to be revised and that the communication becomes more unambiguous. The intern examines the content and effect of the current letters and draws up an advice based on the literature. Based on this, a concrete protocol is drawn up regarding communication with customers.

Annex 3 VU-scontract

See 'Internship contract CW ENG' on the Canvas page of Internship Communication Science.

Annex 4 Interim evaluation of intern and internal supervisor

Schedule a more formal evaluation interview with your internal internship supervisor halfway through your internship. The following questions can be addressed. It would be nice if you thought about the questions before the conversation as a kind of guideline for the conversation;

1. What do you think is going well / in what way have you developed?
2. What do you see for improvements/challenges?
3. What have you learned so far?
4. How do you look at the communication profession after these few months?
5. How do you envision the coming period?
6. What else would you like to do in the coming ... months?

And of course you can add things to the conversation yourself if that does not come up in these questions.

Appendix 5 Logbook

Logbook

[First Name Last Name]

[Internship month and year: e.g. October 2023]

[Period e.g. 1-9-2023 to 15-10-2023]

Goals for this period:

-
-
-

Date	Activity	Results/Contribution	Reflection

Annex 6 Internship assessment form

See 'Assessment form CW internship ENG' on the Canvas page of Internship Communication Science.

Annex 7 FAQ

Below you will find answers to a number of frequently asked questions. If your question is not listed, please contact the internship coordinator or your CS internship supervisor.

How does this internship manual relate to the FSS internship scheme?

This internship manual takes into account the FSS rules and guidelines. In the cases where they deviate, this CS internship manual is leading and must therefore be adhered to. In addition, the information in the CS internship manual is sufficient to meet an internship in normal circumstances. The FSS internship scheme contains a little more general information, for example about disputes or the internship allowance. You can find the FSS internship scheme on the Canvas page Internship Communication Science.

Do I have to ask permission from the Board of Examiners for my internship?

No. For an internship you do not need approval from the Board of Examiners. Your internship proposal must be approved by the CW internship coordinator. If you combine an internship with courses, you only have to ask permission from the Board of Examiners if the electives are not taught within FSS.

Can I fill my profiling space partly with an internship and partly with electives?

Yes. Just make sure that you fill at least 18 EC with an internship and then supplement this with courses that are of level 300.

Can I do an internship abroad?

Yes. It is possible to do an internship abroad. It is important that you are responsible for finding an internship. You can find information on the VU site here. Because it is not possible to meet with your CS supervisor during an internship abroad, this is often done via e-mail and/or Teams. You must make your own arrangements with your CS supervisor about this. More information about this can be requested from the International Office FSS

For all students who are going to do an internship abroad, a mandatory online registration via International Travel Policy on the [VUnet page](#) applies.

Are all internship companies suitable in principle?

You can do an internship at many different companies or organizations. However, we do not recommend doing an internship at sole proprietorships and at companies where a family member or close acquaintance would be your manager.

Can I replace someone as an internship, such as maternity leave or temporary positions?

No, we want you to have the role of a serious communication scientist, and not just be hired for executive work (commissioned). This means that an internship must consist of independent tasks, in which you are guided in your work.

What about insurance and/or liability?

In accordance with Article 7:658 paragraph 4 of the Dutch Civil Code, the internship provider is liable for injury or damage that the student incurs during the exercise of the internship activities. The student is obliged to take out private third-party insurance, health insurance (and travel insurance) before the start of the internship. The student is expressly recommended to take out accident insurance.

How can I create an online questionnaire for my empirical research?

The easiest way to do that is through the Qualtrics program. This is a programme that we use a lot for scientific research at VU Amsterdam. VU Amsterdam has a license, so you can create a free account via <https://vuass.qualtrics.com>. Please note that you create an account via this link (and not via the general Qualtrics website) and with your VU e-mail address, otherwise you will not be able to use all options.

Is it mandatory to use certain literature?

No, every internship is different and therefore requires the use of different literature. It is useful if you use theory that you have encountered previously during your bachelor's degree. It is not mandatory, but we strongly recommend using the book 'APA-guidelines' by Poelmans and Severijnen.