



## HOW TO WRITE YOUR

# Motivation Letter

A guide for applicants — and a reference for reviewers

### ABOUT THIS DOCUMENT

The motivation letter is a central component of your application. It allows us to understand how you think, how you position yourself professionally, and how you engage with science and innovation communication. It is not a summary of your CV, nor a collection of generic statements about passion or interest. It is a structured reflection on your trajectory and your future direction.

Please write your letter in English. The recommended length is approximately 800–1200 words. Write as a coherent essay — not as a list of answers. Your letter is itself a demonstration of your communication skills.

### BEFORE YOU BEGIN — REQUIRED INFORMATION

At the very beginning of your document, clearly state the following:

<b>Full name</b> Write your full name here	<b>Current employment status</b> Employed / Not employed — if employed: role & organisation
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#### **⚠ A note on the use of AI tools**

You may use AI tools to **refine your prose** — for example, to improve grammar, clarity, or fluency if you are writing in English as a second language. This is entirely acceptable.

You must not use AI to **generate the substance of your letter**. The ideas, experiences, and reflections must be genuinely yours. We are looking for your voice and your thinking — not a polished output produced on your behalf. A letter written by AI tells us nothing about you.

## 1. Your decision to apply

### How you chose this programme — and why it matters to you

Explain how you decided to apply to this programme. Describe your decision-making process and the criteria you used when evaluating your options. If you have considered or applied to other programmes, briefly mention how many and clarify why this Master is particularly aligned with your profile and goals.



We value informed and deliberate choices. Avoid generic statements such as 'I have always been passionate about science.' Show that you have researched this programme specifically and that your application reflects a genuine, considered decision.

## 2. Your understanding of the field

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### Demonstrating critical awareness of science and innovation communication

Reflect on your interest in the communication of science and innovation. Demonstrate your understanding of the field and its current challenges. Rather than relying on vague references to misinformation or public distrust, articulate what you consider to be a relevant issue today — and why. Show that you are able to think critically about the broader social and professional context.



Specificity is key. Reference a concrete debate, a recent development, or a tension in the field that you find significant. This is not a test of your knowledge — it is an opportunity to show how you think.

## 3. What you expect to gain

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### Concrete skills and competencies you aim to develop

Clarify what you expect to gain from the programme. Identify specific skills, competencies, or perspectives you aim to strengthen. Your expectations should be concrete and clearly connected to the structure and objectives of the Master.



Review the programme curriculum before writing this section. Generic expectations ('I hope to become a better communicator') are far less effective than specific ones ('I want to develop expertise in science documentary formats, which I intend to apply in...').

## 4. How this fits your career path

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### Coherence between your past, your choices, and your aspirations

Describe how this programme fits into your professional plans. We do not expect a perfectly defined future, but we do expect coherence between your past experiences, your present choices, and your professional aspirations. Uncertainty is acceptable; vagueness is not.



If your career path has changed direction, explain why. Intellectual evolution is a strength — provided you can articulate the logic that connects where you were, where you are, and where you intend to go.

## 5. Your relevant skills and experiences

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### Selecting and interpreting your most pertinent background

Highlight the skills and experiences that best prepare you for this programme. Be selective and interpretive — do not simply restate your CV. The most relevant elements may include academic work, professional experience, internships, volunteering, or non-formal learning.

If your previous studies are outside communication, explicitly explain how your competencies are transferable and applicable to this field.



Quality over quantity. One well-developed example that demonstrates your analytical or communication abilities is more persuasive than five bullet points. Connect your experience to what you want to learn.

## 6. Your contribution to the cohort

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### What perspectives or experiences you bring to a learning community

Reflect on what you would bring to the group. A Master's programme is a learning community. Consider what perspectives, experiences, knowledge, or working styles you would contribute to your peers. This is not a question about your achievements — it is a question about how you engage with others.



Think about interdisciplinary backgrounds, professional sectors, geographic or cultural perspectives, or specific project experience that would enrich collective discussions and collaborative work.

## 7. Your path if not admitted

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### Commitment, resilience, and the seriousness of your application

Briefly indicate how you would continue your professional development if you were not admitted to this programme. This helps us understand your level of commitment and resilience — and whether this application represents a genuine and well-considered choice, or a default option.



This is not a trick question. A thoughtful, honest answer — even one that describes alternative paths — demonstrates maturity and self-awareness. What we look for is evidence that you have thought seriously about your future.

## Before you submit

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Review your letter against these criteria:

<b>Clarity</b>	Is your argument easy to follow? Does each section build on the previous one?
<b>Specificity</b>	Have you supported every claim with a concrete example or reference?
<b>Authenticity</b>	Does the letter sound like you — or like a template?
<b>Relevance</b>	Is every paragraph directly relevant to this application?
<b>Length</b>	Is your letter within the 800–1200 word range?
<b>Coherence</b>	Does the letter read as a unified narrative, not a list of disconnected paragraphs?

A strong motivation letter is not written quickly. Take the time to think before you write — and to revise after your first draft. What we are looking for is not perfection of form, but **depth of reflection**.