

Salutation

DD/MM/YYYY

Important!
Don't forget the date!

Motivation Letter

Dear Admissions Committee,

I am writing to express my sincere interest in the master's program in International Media Studies at DW Akademie. With a background in video production, I have developed a profound appreciation for the role of media in shaping public discourse and driving societal change. The interdisciplinary nature of your program, which combines research, lectures, and practical experience, aligns perfectly with my career aspirations and my commitment to advancing the media sector in Kenya .

My professional journey has been deeply rooted in video production, where I have gained substantial experience in creating compelling visual content that informs, educates, and engages audiences. This has not only honed my technical skills but also instilled in me a keen understanding of the ethical and developmental challenges facing the media industry today. I am particularly drawn to your program's focus on media and development, journalism, communication science, and media management, as these areas are critical to addressing the complex issues in contemporary media landscapes.

The opportunity to study at DW Akademie represents a unique chance to deepen my knowledge and expand my skill set in an international context. The program's emphasis on practical experience is especially appealing, as it will allow me to apply theoretical insights to real-world scenarios. I am confident that the diverse curriculum and the vibrant academic community at DW Akademie will provide an enriching environment for my personal and professional growth.

The DAAD scholarship is important in making my educational pursuit possible. It will enable me to fully immerse myself in the program without the financial burden that might otherwise limit my studies. This support is crucial for my development as a media professional dedicated to fostering positive change Kenya. By equipping me with advanced knowledge and skills, the scholarship will empower me to contribute effectively to the media sector's evolution, promoting transparency, accountability, and inclusive communication.

I am eager to join the Master's program in International Media Studies at DW Akademie. I am confident that the comprehensive education and practical training offered by your esteemed institution will significantly enhance my ability to impact the media industry positively. I look forward to the opportunity to contribute to and learn from the diverse and dynamic community at DW Akademie.

I hope my application will be taken into consideration.

Sincerely,

Maria Safari

INTRODUCTION

Expression of interest

BODY

Present your arguments. Why are you a good fit for the program, what interests you about the program. Your background.

Hint: The body is your main part, it can be 4-5 paragraphs.

ADDITIONAL INFORMATION

Highlight why you need the DAAD scholarship. Express your motivation for development clearly.

CONCLUSION

Summarize your interest and express your gratitude for the opportunity.