

MEDIA RELEASE INSTRUCTIONS FOR MASTER'S DEGREE PROGRAMMES

An obligatory maturity test is linked to the thesis of the master's degree programme. According to the Government Decree on Universities of Applied Sciences (1129/18 December 2014, Section 8): "For the degree, the student must complete a maturity test on the subject of their thesis, demonstrating familiarity with the subject and skills in the Finnish or Swedish language. The University of applied sciences will decide on the maturity test in cases where the student is not required to have the language skills referred to in Section 7 (1)."

The maturity test is prepared as a media release with a maximum length of 3,000 characters (not including spaces), with single spacing and font size 12. Lapland UAS Communications may distribute the media release to selected media, either for publication as it is or for a more extensive news story. The release may also be published on the Lapland UAS website, either as it is or as an edited version.

With the maturity test, the student proves their ability to communicate the results of their development work and the opportunities to utilise the results to various target groups in writing. At the beginning of the release, the student describes the objectives and main results of the thesis research and explains what new information emerged and how it can be applied. The student should also describe the fields or situations in which the information can be utilised. At the end of the release, the student presents the conclusions that can be made on the basis of the thesis research results. In preparing the media release, attention should be paid to the following aspects:

- **The heading** describes the contents of the release as briefly and concretely as possible. The heading determines the attention value of your release and arouses the reader's interest. The heading is often decisive in whether the reader will keep reading or skip the whole text. An active phrase suits the main heading, quickly enabling the reader to understand who does what.
- **The headnote** summarises the key contents of the release, complementing the heading. The headnote is a brief paragraph below the heading, but it is not mandatory if the body text presents the contents in a logical order. After reading the headnote, the reader can understand what the media release is about.
- **The body text** of the release describes the details and backgrounds of the subject analysed or developed in the thesis.
- **The structure** the contents of the media release is logically organized into paragraphs. The most important content is written first, by describing one key point in each paragraph. A clear topic sentence is written to get straight to the point in the first sentence of the paragraph. The media release may have 2–3 subheadings to organise the text. If the release includes quotes from specialists, they are indicated by using quotation marks. The specialists' titles, first names, last names and organisations are given.

The media release is written in a straightforward, news-like style, keeping to the point. The text must be clear, easy-to-read and use good standard language.

Contact details for more information are provided at the end of the media release. Include your name, phone number and e-mail address for possible contacts. **The contents of the release are to be checked by the party that commissioned the thesis research.** It is important to let the commissioning party decide the extent of publicity it wants the company/organisation to receive.

If the media release is published on the Lapland UAS website, at least one **image** illustrating the subject is included. A photo or figure can be suggested to which the author has the copyright or the photographer's permission to use. If there are identifiable people in a photo to be published, a permission for publishing the photo in this context must be obtained from the people in the photo.