Changes to the maturity essay for the Master of Science (Technology) students in the Degree Programme of Industrial Engineering and Management

As of 1 June 2013, all students who are pursuing a master’s degree in industrial engineering and management and have demonstrated their language proficiency in a maturity essay written for the Bachelor of Science (Technology) or for another bachelor’s degree will complete the maturity essay for their master’s degree by writing a press release on their master’s thesis.

What does the change mean for me?

You may write the press release on your master’s thesis when all the major research findings of your thesis are ready to be presented. Submit the press release to the supervising professor of your master’s thesis as you would do with any regular essay at least one month before the meeting where your master’s thesis is to be approved. The press release is not written in an examination session. Write the press release in the language of your master’s thesis.

The professor reviews the press release as a maturity essay and notifies Study Secretary Anne Johansson of its approval or rejection so she can enter the associated credits into Oodi. Anne Johansson will notify you of the study attainment being entered into Oodi.

What is a press release?

For additional information on writing a good press release in English, please see for instance the related guideline by Yale University at http://www.yale.edu/bioethics/contribute_documents/CARE_Dissemination_Strategies_FINAL_eversion.pdf (pages 2-4 and 13-14 in particular).

You can also make use of this checklist for press release writers:

A good press release summarises the key results of the master’s thesis. It consists of an informative and well-thought headline and concisely presented contents. Please note the following:

Target group: Think about your audience and formulate your text so that it is easily understood. If the anticipated audience is not familiar with the concepts or methods used in the press releases, they need to be clarified.

Headline: The headline describes what has happened, where and when. The headline of the press release cannot be identical with the title of the master’s thesis.

Structure: The press release contains a dateline, headline, introduction, paragraph(s) presenting the body of the text and contact information.

Start the press release by mentioning the author of the thesis, its field and title, and your home organisation.

The body of the text describes the key conclusions of the master’s thesis and/or 3–5 noteworthy details. Place the noteworthy details at the end of the main paragraph if not higher in the text. You may also explain your key point in the introduction.

Additionally, you may explain the wider relevance of your results or their practical applications. The maximum length for the press release is one A4 page.

Style: Please note that a press release on your thesis is not the same as your thesis abstract. Avoid style typical of marketing and use easily understandable, clear and simple language.