



**LUND**  
UNIVERSITY

Faculty of Social Sciences

## **MKVN02, Media and Communication Studies: Media and Participation, 15 credits**

*Medie- och kommunikationsvetenskap: Medier och deltagande, 15 högskolepoäng*

Second Cycle / Avancerad nivå

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### **Details of approval**

The syllabus was approved by the board of the Department of Communication and Media on 2011-05-27 and was last revised on 2016-05-30. The revised syllabus applies from 2016-08-29, autumn semester 2016.

### **General Information**

The course is offered as a mandatory course within the major field of study Media and Communication at the second-cycle level; and as an optional course in Social Science at the second-cycle.

*Language of instruction:* English  
The language of instruction is English.

*Main field of studies*

Media and Communication Studies

*Depth of study relative to the degree requirements*

A1N, Second cycle, has only first-cycle course/s as entry requirements

### **Learning outcomes**

#### **Knowledge and understanding**

On completion of the course, the student shall be able to:

- demonstrate an understanding of the way different approaches to media and participation have been conceptualized and explored by academic researchers
- demonstrate an understanding of core concepts and research methods used to study the media and social, political and cultural participation

## Competence and skills

On completion of the course, the student shall be able to:

- critically analyse and reflect on issues relating to historical, social, political and cultural perspectives on participation

## Judgement and approach

On completion of the course, the student shall be able to:

- discuss the politics of research in media and participation
- communicate ideas and arguments clearly and coherently both orally and in writing, as individuals and as participants in group work.

## Course content

The course critically examines the concept of participation in understanding the connections between production, content and reception in media, culture and society.

The course offers a multidisciplinary approach to the concept of participation from historical, social, political and cultural perspectives. The course structure shows how participation can mean different things. An historical approach includes an understanding of the development of audiences and publics within the context of the growth of media and popular culture. Key lectures focus on how participation is framed by social, political and cultural theories regarding the normative concept of the public sphere, and further research on public spheres and alternative publics.

Overall, the course critically reflects on participation as practices that evolve within media, social and cultural environments. We bring these historical, social, political and cultural perspectives together as a way of understanding participation as a process of change.

## Course design

The teaching consists of lectures, seminars and workshops that all students are expected to attend. Seminars involve group assignments related to the course literature. In the seminars the students present a synthesis and analysis of selected theories. Workshops involve practical aspects of using historical, social, political and cultural perspectives of participation for case studies concerning the media.

Attendance at seminars is compulsory unless there are special grounds. An alternative form or date for compulsory components is offered to students who are not able to complete a compulsory component owing to circumstances beyond their control, e.g. accident, sudden illness or similar. This also applies to students who have missed teaching because of activities as student representatives.

## Assessment

Assessment is based on the following:

- a 15-20 page written essay related to the key theories and approaches studied during the course as applied to a specific case study.
- a fifteen minute oral presentation based on course literature for seminars.

- group based practical assignments for seminars and workshops.
- active participation in the seminars and workshops.

*Subcourses that are part of this course can be found in an appendix at the end of this document.*

## Grades

Marking scale: Fail, E, D, C, B, A.

The grades awarded are A, B, C, D, E or Fail. The highest grade is A and the lowest passing grade is E. The grade for a non-passing result is Fail.

The student's performance is assessed with reference to the learning outcomes of the course. For the grade of E the student must show acceptable results. For the grade of D the student must show satisfactory results. For the grade of C the student must show good results. For the grade of B the student must show very good results. For the grade of A the student must show excellent results. For the grade of Fail the student must have shown unacceptable results. Course components such as group project work are exempted from the grading scale above. The grades awarded for such components are Pass or Fail. For the grade of Pass the student must show acceptable results. For the grade of Fail the student must have shown unacceptable results.

The oral presentation, group assignments and active participation is awarded with pass or fail, whereas the grade of the written essay determines the overall grade on the course.

## Entry requirements

To be eligible for the course the student must have fulfilled course requirements of at least 150 credits (five terms), including a Bachelor's degree essay in one discipline in the Social Sciences and Humanities, or another equivalent educational background. A high level of proficiency in the English language is necessary. (IELTS with a minimum of 6.5 (none of the sections under 5.5), or TOEFL paper-based score of 4.5 (scale 1-6) in written test and a total score of 575; internet based score of 20 (scale 0- 30) and a total score of 90, or Cambridge Certificate of Proficiency (A-C), G.C.E.O.- level (A-c)). Exemption from Swedish language requirements is granted.

## Subcourses in MKVN02, Media and Communication Studies: Media and Participation

Applies from V12

1101 Media and Participation, 15,0 hp  
Grading scale: Fail, E, D, C, B, A