



**LUND**  
UNIVERSITY

Faculty of Social Sciences

## **MKVN09, Media and Communication Studies: Media, Health and Society, 15 credits**

*Medie- och kommunikationsvetenskap: Medier, hälsa och samhälle,  
15 högskolepoäng*  
Second Cycle / Avancerad nivå

---

### **Details of approval**

The syllabus was approved by the board of the Department of Communication and Media on 2013-12-03 to be valid from 2014-09-01, autumn semester 2014.

### **General Information**

The course is a second-cycle course in the main field of Media and Communication Studies. The course can be taken as a free-standing course or as an elective component of the Master's programme in Media and Communication Studies.

*Language of instruction:* 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, students shall:

- demonstrate specialised knowledge of key perspectives on health and illness within media and communication studies
- demonstrate specialised understanding of the role of the media for health and health development in people's everyday lives and for the health professions
- demonstrate specialised knowledge of current theoretical perspectives and discussions of media, health and society

## Competence and skills

On completion of the course, students shall:

- demonstrate a specialised ability to independently and critically analyse, discuss and apply different concepts and theoretical perspectives of health and illness in relation to media and communication studies
- demonstrate the ability to formulate complex issues of media, health and society, and to carry out analyses of media content and media use informed by the concepts and perspectives introduced in the course
- demonstrate the ability in speech and writing to present independent analyses of media and communication phenomena and situations related to the themes of the course

## Judgement and approach

On completion of the course, students shall:

- demonstrate awareness of the possibilities and limitation of the research area
- demonstrate insight into the role of research in society and the independent ability to monitor knowledge development in the area

## Course content

The course connects media and communication studies with the sociology of health and illness and public health. It provides students with specialised knowledge of how different notions of health and illness are produced and reproduced within various media contexts and with an understanding of the consequences of this role of the media. The course scrutinises and re-examines the medialisation and mediation of health, disease and medicine. A special focus is placed on the role of the media in people's health development.

The course is structured around different themes that are analysed and investigated by students individually and in groups. Among the themes addressed are experiences of health and illness in different media and genres, bodies and gender, normality and disability, consumption and lifestyles, health policy, campaigns and health professions. The themes addressed vary from semester to semester in order to tie the course content to current media research and topical debates and media phenomena.

Students are expected to be well prepared for and participate actively in the seminar discussions. The included exercises consist of practical components and applications of theories and methods to enable critical scrutiny and understanding of health issues from a media and communication studies perspective.

## Course design

Teaching consists of lectures, seminars and exercises. Participation in seminars and exercises is compulsory. Students are expected to present independent syntheses and analyses of selected texts and studies at the seminars, which serve as the core

component of the course.

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 an individual paper and active participation in seminars and exercises.

Three opportunities for examination are offered in conjunction with the course. Within a year of the end of the course, a further two examination opportunities are offered on the same course content. Subsequently, further examination opportunities will be offered, but in accordance with the current syllabus.

*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 active seminar participation, exercises and oral reports 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.

## **Entry requirements**

For admission to the course, students must have passed at least 150 credits including a Bachelor's degree project in the social sciences, humanities or the equivalent.

Proficiency in English can be demonstrated in one of the following ways:

- IELTS test with an average result of 6.5 and no section scoring less than 5.5
- TOEFL paper test with a result of 4.5 (max. 6) in the written part and a total result of 575; internet-based test with a result of 20 (max. 30) and a total of 90
- Cambridge/Oxford advanced certificate of proficiency
- Bachelor's degree from a university with English as the only language of instruction according to the International Handbook of Universities
- Pass in English B from a Swedish upper secondary school

International students are exempted from the general entry requirement of proficiency in Swedish.

### **Further information**

The course will be taught in Swedish if the students' proficiency in the language is sufficient. Applicants with a Bachelor's degree in Media and Communication Studies will be prioritised for admission.

Subcourses in MKVN09, Media and Communication Studies: Media, Health and Society

Applies from H14

1301 Media, Health and Society, 15,0 hp  
Grading scale: Fail, E, D, C, B, A