

## **SKOB34, Strategic Communication: Media, Power and Society, 7.5 credits**

*Strategisk kommunikation: Medier, makt och samhälle, 7,5 högskolepoäng*  
**First Cycle / Grundnivå**

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### **Details of approval**

The syllabus was approved by the board of the Department of Strategic communication on 2015-03-17 (U 2015/125) and was last revised on 2017-06-08. The revised syllabus comes into effect 2017-06-15 and is valid from the autumn semester 2017.

### **General information**

The course is compulsory during the third semester in the Bachelor's programme in strategic communication, 180 credits. The course is given in Helsingborg.

*Language of instruction:* Swedish

Components in other Scandinavian languages and English may be included.

*Main field of study*      *Specialisation*

Strategic  
Communication

G1F, First cycle, has less than 60 credits in first-cycle course/s as entry requirements

### **Learning outcomes**

On completion of the course, the student should show:

#### **Knowledge and understanding**

- basic knowledge of the Swedish media environment concerning history, structure and media development
- basic knowledge of political structures and public administration as well as be able to discuss development tendencies in the public system
- general knowledge of theories and strategies in political communication

## Competence and skills

- ability to reflect critically, analyse and discuss the role of the media and professional communicators in public opinion formation,

## Judgement and approach

- ability to discuss and relate to value conflicts and ethical problems in relation to democratic processes.

## Course content

The general aim of the course is that the student should acquire knowledge of how media and communication influence democratic processes in the society. To achieve the general aim, the course treats in various ways how the political order and how the power distribution in the society is constructed. In addition, the course treats the structure and development of media system. Particularly, the media's role in the public opinion formation is emphasised. The course prepares the student for the professional role as communicator in and outside the public sphere.

## Course design

The teaching consists of lectures and seminars.

Participation in seminars is compulsory unless special circumstances apply. Students who have been unable to participate due to circumstances such as accidents or sudden illness will be offered the opportunity to compensate for or retake compulsory components. This also applies to students who have been absent because of duties as an elected student representative.

## Assessment

The course is examined through an oral exam (4 credits), and a written exam (3,5 credits).

In connection with the course, three examination sessions been offered: a regular test and two re-examinations. Within a year of the end of the course, two further re-examinations on the same course content are offered. After this, further re-examination opportunities are offered but in accordance with the current course syllabus.

The examiner, in consultation with Disability Support Services, may deviate from the regular form of examination in order to provide a permanently disabled student with a form of examination equivalent to that of a student without a disability.

## Grades

Grading scale includes the grades: U=Fail, E=Sufficient, D=Satisfactory, C=Good, B=Very Good, A=Excellent

The highest grade is A, and the lowest passing grade is E. The grade for a non-passing result is Fail.

The students 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.

The seminars are exempted from the grading scale above. Pass or Fail are used as grades in this course component. For the grade Pass, the student should show a sufficient results. For the grade of Fail the student must have shown unacceptable results.

Grade on the whole course consists of a mean of the grades on graded tests (where A=5, B=4, C=3, D=2 and E=1). To pass the course, the student must have received smallest E on all components assessed with the grading scale E-A and the grade Pass on all components assessed with the grading scale Pass/Fail as well as participated in all compulsory components.

At the start of the course students are informed about the learning outcomes stated in the syllabus and about the grading scale and how it is applied in the course.

## **Entry requirements**

To be eligible to the course, 45 credits in the Bachelor's programme in strategic communication are required, 180 credits.

## **Further information**

The course can not include in degree together with SKOA33 PR, power and media, 15 credits.