

KULB10, Mediate and Write about Culture, 30 credits

Att skriva och kommunicera om kultur, 30 högskolepoäng

First Cycle / Grundnivå

Details of approval

The syllabus was approved by The pro-dean for First-Cycle Studies at the Faculties of Humanities and Theology on 2023-12-14 (U 2023/998). The syllabus comes into effect 2024-03-01 and is valid from the autumn semester 2024.

General information

The course is offered as a freestanding course. It can normally be included in a general degree at both first and second cycle level.

Language of instruction: Swedish

Main field of study *Specialisation*

- G2F, First cycle, has at least 60 credits in first-cycle course/s as entry requirements

Learning outcomes

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

Knowledge and understanding

- describe and give practical examples of various genres in the field of the course,
- give an account of relevant publication formats for different forms of writing and medial production of culture,
- be able to give a basic account of the emergence of various media forms as well as for the effect and importance of important historical development for media production in the culture sector.
- give a basic account of the effect and importance of culture policy to writing and communicating about culture,
- analyse contemporary texts and products in order to understand and describe the relation between genre and contents,

- analyse the reporting of culture report as a genre with a focus on questions that concern form and method as well as power, ethics and responsibility,

Competence and skills

- in a basic way, use different forms of writing and media production of culture,
- adapt writing and communication about culture to different contexts with regards to format, target groups and media,
- produce their own cultural journalistic texts in different genres e.g. reviews reports, chronicles, opinion pieces, essays and blogs,
- master basic aspects of editorship, such as production collaboration, project planning and writing processes,
- analyse, assess and provide feedback on texts,
- express themselves orally and in writing with good linguistic confidence and at linguistic and stylistic level appropriate to the context,
- identify and analyse the process of public cultural debate in a fragmented media environment with a focus on questions that concern method, power, ethics and responsibility,

Judgement and approach

- critically review different types and genres of writing and medial production of culture,
- reflect on ethical aspects of writing and medial production of culture,
- assess their own writing in relation to relevant media and genres,
- examine their own texts and those of others,
- reflect on their own preconditions and roles as writer in a certain context.

Course content

The aim of the course is to explore different perspectives and possibilities regarding to analyse, comment and in different shaped communicate medium content of the culture sector. The term culture sector includes a broad diversity of fields including artistic and creative sectors as image and form art, stage and cinematic, music and literature as well as language, cultural policy, cultural debate, cultural heritage and cultural history.

The course is concerned both with different genres of written texts in for example magazines, social media and other printed material as other media as for instance radio, TV, podcasts and vlogs. The course takes it starting point in both historical and culture political perspectives in order to be able to provide the to create and communicate messages and critically review content in today's media environment. Through practical exercises, the course provides the opportunity to reflect on different genres and forms of communication, and what editorial work involves. The course offers students an opportunity to develop both their own writing and medial creation into exercises to cooperate around text and media production. Furthermore, the course contains training in different forms of debate technique and cultural criticism.

The course consists of 4 modules:

- Introduction to Writing and Communicating about Culture 7.5 credits
- Cultural Politics and Media Production 7.5 credits

- Communicating With Different Media Types 7.5 credits
- Practices of Writing 7.5 credits

Course design

The teaching consists of lectures, 4-6 group assignments, 8-10 seminars and 3-5 independent assignments. Module 4 also includes collaboration, editorial work and preparations for the publication of an anthology.

Attendance at 80% of the teaching is compulsory. Absence from compulsory components is compensated for by supplementary assignment later in the course.

Assessment

The course is examined through different forms of practical written assignments.

Module 1 is examined through 1-2 written assignments.

Module 2 is examined through 1-2 written assignments,

Module 3 is examined through 1 podcast or vlog and 1-2 written assignments in elective genre (podcast, vlog, audio paper, text)

Module 4 is examined through 1-2 written assignments in different genres (podcast, vlog, audio paper, text)

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: Fail, Pass, Pass with distinction

For a grade of Pass on the whole course, the student must have been awarded this grade on all assessed components. For a grade of Pass with Distinction on the whole course, the student must have been awarded this grade on at least 75% of the assessed components.

Entry requirements

General entry requirements and 60 credits in a humanity, social science or creative and artistic subject or an equivalent discipline.

Further information

- The course is offered at the Department of Arts and Cultural Sciences, Lund University.
- The credits allocated for course content that in whole or in part is shared with another course can only be credited once for a degree.
- For further details, see current registration and information materials.
- Module names in Swedish:

1. Att skriva om kultur: en introduktion
2. Kulturpolitik och mediaproduktion
3. Att kommunicera i olika medier

4. Skrivandets praktiker