



LUND
UNIVERSITY

Faculty of Social Sciences

MKVA11, Media and Communication Studies: Level 1, 30 credits

*Medie- och kommunikationsvetenskap: Grundkurs, 30
högskolepoäng*
First Cycle / Grundnivå

Details of approval

The syllabus was approved by the board of the Department of Communication and Media on 2014-05-27 and was last revised on 2018-12-20 by the head of the Department of Communication and Media. The revised syllabus applies from 2019-01-20, spring semester 2019.

General Information

The course can be taken as a freestanding course in the main field of Media and Communication Studies. It makes up the first semester of studies for a degree of Bachelor of Arts in Media and Communication Studies.

Language of instruction: Swedish

The language of instruction is Swedish, but some components may be taught in other Scandinavian languages or English.

Main field of studies

Media and Communication Studies

Depth of study relative to the degree requirements

G1N, First cycle, has only upper-secondary level entry requirements

Learning outcomes

Knowledge and understanding

On completion of the course, the students shall:

- demonstrate a critical awareness and ability to reflect on media and communication issues on the levels of individuals, organisations and communities
- demonstrate basic knowledge of the importance of media for societal development

- demonstrate basic knowledge of the conditions of production, supply and use of media
- demonstrate knowledge of different ways of analysing media content
- demonstrate knowledge of different perspectives for audience and user studies
- demonstrate developed basic knowledge of the theory of science
- demonstrate knowledge of the importance of different research methods for the production of knowledge in media and communication studies

Competence and skills

On completion of the course, the students shall:

- demonstrate the ability to describe as well as plan and direct communication processes at different levels
- execute basic information searches and demonstrate knowledge of simple reference management.
- demonstrate good spoken and written language use

Judgement and approach

On completion of the course, the students shall:

- demonstrate insight into ethical and gender-related issues in both the media and the communication studies field

Course content

Module 1: The Societal Conditions of Communication (7.5 credits)

The module aims to describe and interrogate communication processes and media in a societal context. Discussions in the module address how the subject of media and communication studies helps us to understand societal development. Furthermore, communication and media are addressed in terms of ideology, structure, institutions, conditions, ethics and societal atmosphere.

Module 2: Media Supply (7.5 credits)

The aim of the module is to provide students with a basic understanding of media content (media texts and images) and its significance. Among the questions addressed are the reasons for a certain type of media supply, focusing on the principles of newsworthiness and gatekeeping processes within news media. The module also applies different perspectives on media supply and the role of media in society, for example a gender perspective.

Module 3: Media Use in Everyday Life (7.5 credits)

This module places the focus on the user. Media consumption, the concept of the audience and audience surveys are discussed in the context of different research traditions. Among the concepts addressed are theories of cultivation, uses and gratification and reception analysis. The module poses questions about who uses which media, why and in what way. Furthermore, it examines what kind of knowledge is generated by different research methods. Issues of the theory of science are addressed in connection with different audience perspectives.

Module 4: Communication and Interaction (7.5 credits)

The module deals with communication processes at the levels of organisations, groups and individuals from the perspective of theories of social psychology and social interaction. Furthermore, processes of control and planning of communication

processes at different levels are discussed and the complexity and socio-psychological nature of communication are interrogated.

Course design

The aim of the course is to provide students with general and current knowledge and understanding of the research areas, theories, concepts and analysis methods of Media and Communication Studies. A further aim is to enable students to develop a critical awareness and ability to reflect on media and communication issues in society for organisations and individuals, and to develop knowledge of how to analyse simple media and communication issues.

On each course module, there is one or more compulsory seminars that are carried out in groups. In addition, there is also a compulsory element of information retrieval and academic honesty.

Unless there are valid reasons to the contrary, compulsory participation is required in seminars. 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 re-take compulsory components. This also applies to students who have been absent because of duties as an elected student representative.

Assessment

Each course module is examined individually by a grade-determining written assignment, either a take-home exam or a sit-down exam.

The course includes opportunities for assessment at a first examination, a re-sit close to the first examination and a second re-sit for courses that have ended during that school year. Two further re-examinations on the same course content are offered within a year of the end of the course. After this, further re-examination opportunities are offered but in accordance with the current course syllabus.

In addition to the first examination, a re-examination is organised once per semester and once per year. A total of five examinations are available for one and the same assessed component, in accordance with the Higher Education Ordinance Chapter 6 Section 21.

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.

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

Grades

Marking scale: Fail, Pass, Pass with distinction.

The grades awarded are Pass with Distinction, Pass or Fail. For a grade Pass, the student must have passed all assessed components and attained the learning outcomes of the course. For a grade Pass with Distinction, the student must also demonstrate a high degree of theoretical awareness and analytical ability. For a grade

Pass with Distinction on the whole course, the student must have been awarded at least this grade on three of the modules. The modules are to be taken in the order listed above.

Entry requirements

General and courses corresponding to the following Swedish Upper Secondary School Programs: Social Studies 1b/1a1 + 1a2

Subcourses in MKVA11, Media and Communication Studies: Level 1

Applies from H07

- 0701 The Societal Circumstances of Communications, 7,5 hp
Grading scale: Fail, Pass, Pass with distinction
- 0702 The Form and Content of Media Output, 7,5 hp
Grading scale: Fail, Pass, Pass with distinction
- 0703 Media Use in Everyday Life, 7,5 hp
Grading scale: Fail, Pass, Pass with distinction
- 0704 Communication and Interaction, 7,5 hp
Grading scale: Fail, Pass, Pass with distinction