



LUND
UNIVERSITY

Faculty of Social Sciences

MKVA14, 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 2021-11-18 and was last revised on 2023-09-28. The revised syllabus applies from 2024-01-15, spring semester 2024.

General Information

The course can be taken as a freestanding course in the main field of Media and Communication Studies. It comprises the first semester of the Bachelor's programme 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 at the levels of individuals, organisations and communities
- demonstrate basic knowledge of the importance of media for societal development
- demonstrate basic knowledge of communication and change processes
- demonstrate basic knowledge of the media's conditions regarding production,

This is a translation of the course syllabus approved in Swedish

content and use

- demonstrate basic knowledge of different ways of analysing media production
- demonstrate basic knowledge of different ways of analysing media content
- demonstrate basic knowledge of different ways of analysing the use of media
- demonstrate 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:

- be able to carry out basic information retrievals and have knowledge of simple reference management
- demonstrate good spoken and written language use

Judgement and approach

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

- demonstrate insight into ethical and power issues in the field of media and communication studies

Course content

The aim of the course is to provide students with general and current knowledge and understanding of the research areas, theories, concepts and methods of analysis in 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 relating to organisations and individuals, and to develop knowledge of how to analyse basic media and communication issues.

Module 1: Introduction to Media, Communication and Interaction (7.5 credits)

The module introduces the significance of media and communication in everyday life and society, both historically and today, based on basic perspectives, concepts and issues in media and communication studies. The course particularly focuses on how people interact with each other in a society characterised by communication and media.

Module 2: Media, Communication and Social Change (7.5 credits)

The module covers the significance of media and communication in social and cultural change. In addition, it problematises how different actors use media and communication as a policy instrument to create attention and influence societies, organisations and people. There is special emphasis on technology, power and attention in three areas: politics, popular culture and professional life.

Module 3: Media Content and Media Analysis (7.5 credits)

The aim of the module is to provide students with a basic understanding of the content and significance of media, different media genres, and how these can be analysed. The module provides students with insight into why different types of media output look the way they do. Different genres and their economic and political conditions are discussed. The module introduces perspectives on how the current media environment can be analysed.

Module 4: Media in Everyday Life (7.5 credits)

The module focuses on the significance of media in everyday life. The course covers everything from mass media audiences to how people as social beings communicate with each other and interact via communication technologies. Considering historical research and ideas on the influence of media, the module covers different perspectives and methods to study everyday life characterised by media.

Course design

The teaching consists of lectures, seminars and a session on information retrieval and academic integrity. Each module includes one or several seminars carried out in groups. There is also a session on information retrieval and academic integrity.

Participation in seminars and the session on information retrieval and academic integrity 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 re-take, compulsory components. This also applies to students who have missed classes due to activities as a student representative.

Assessment

Each module is assessed individually with graded written tests in the form of take-home or written exams. Normally, the assessment of Module 1 is based on a take-home exam, while the assessment of Modules 2, 3 and 4 are based on written invigilated exams. However, in extraordinary circumstances, the exam formats may need to be changed; a written invigilated exam may be replaced with a take-home exam or vice versa.

The course includes opportunities for assessment at a first examination, a re-examination close to the first examination and a second re-sit for courses completed in the past year (catch-up exam). Within a year of a major change or discontinuation of the course, at least two further opportunities for assessment are offered on the same course content. 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 as well as one catch-up exam per year. There are five exam opportunities available to students for each 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 the grade of Pass,

students must have passed all assessed components and attained the learning outcomes of the course. For the grade of Pass with Distinction, students must demonstrate specific theoretical awareness and analytical ability. For the grade of Pass with Distinction on the whole course, students must have been awarded the grade of Pass with Distinction on at least three of modules. The modules are to be studied in the order listed above.

Entry requirements

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

Further information

This course replaces MKVA11 Media and Communication Studies: Level 1 (1-30 credits) according to The Higher Education Ordinance 1993:100. Therefore, MKVA14 and MKVA11 can not be included in the same degree.

Subcourses in MKVA14, Media and Communication Studies: Level 1

Applies from H22

- 2201 Introduction to Media, Communication and Interaction, 7,5 hp
Grading scale: Fail, Pass, Pass with distinction
- 2202 Media, Communication and Social Change, 7,5 hp
Grading scale: Fail, Pass, Pass with distinction
- 2203 Media Content and Media Analysis, 7,5 hp
Grading scale: Fail, Pass, Pass with distinction
- 2204 Media in Everyday Life, 7,5 hp
Grading scale: Fail, Pass, Pass with distinction