



Faculty of Social Sciences

MKVA22, Media and Communication Studies: Level 2, 30 credits

Medie- och kommunikationsvetenskap: Fortsättningskurs, 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 2016-05-16 by the head of the Department of Communication and Media. The revised syllabus comes into effect 2016-08-29 and is valid from the autumn semester 2016.

General information

The course is offered as a freestanding course in the main field of Media and Communication Studies. It makes up the second 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 study

Specialisation

Media and Communication Studies

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

Learning outcomes

Knowledge and understanding

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

- demonstrate a specialised critical awareness and ability to reflect on media and communication issues in society

Competence and skills

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

- apply perspectives of history, cultural theory and media sociology to popular culture and media
- identify the actors of public opinion and analyse their communication strategies
- discuss different methods in media and communication studies
- apply in practice the theories and methods taught in media and communication studies
- execute subject-related information searches, assess and use this information and demonstrate good knowledge and skills in reference management
- demonstrate good spoken and written language use

Judgement and approach

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

- discuss and apply ethical and gender-related issues in both the media and the communication studies field

Course content

The aim of the course is to provide students with specialised knowledge of theories of society and its institutions as communication systems. Furthermore, the course is to provide students with the method knowledge and skills required to analyze information and communication problems and propose solutions to them.

Module 1: Media and Popular Culture (7.5 credits)

The aim of the module is to provide students with specialised theoretical knowledge of media and popular culture in relation to society. The role of the media for the ideology production and spread of popular culture is examined from the point of view of concepts such as consumption, identity formation, everyday life, globalisation and new political arenas. The media texts and use of popular culture are analysed in relation to different power aspects such as gender, ethnicity and class.

Module 2: Public Opinion: Actors, Practices, Strategies (7.5 credits)

The aim of the module is to provide students with basic knowledge of the making of public opinion, its central actors and their strategical and practical communication work. The actors are primarily taken to be public institutions, political organisations and commercial enterprises, but other stakeholders are also considered. The module mainly applies a critical and analytical perspective to the actors' communication work. This takes place both through theoretical specialisation and practical case studies.

Module 3: Analysis and Investigation Methodology (7.5 credits)

The aim of the module is to demonstrate the practical usefulness of different methods for thesis writing and inquiries and thereby create a better link between theoretical study and paper writing. A further aim is to enable students to understand, apply and critically review different research methods of media and communication studies. Special emphasis is placed on the formulation of research issues, research design and academic writing.

Module 4: Thesis (7.5 credits)

In the final module, the students are to demonstrate that they master the theoretical approaches and methodological procedures covered in the course in a minor thesis written in pairs. (In exceptional cases, the paper can be written by one student or in groups of three). Major emphasis is placed on the treatment and analysis of a set of empirical data and the correct application of formal aspects so as to prepare the student for producing a Bachelor's degree project.

Course design

The teaching consists of lectures, exercises, compulsory seminars and laboratory sessions in small groups, and supervision.

The hours of supervision are limited to the semester in which the student first registered for the course. Exceptions can be made if there are special grounds. 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

The assessment is based on written exams, taken individually and in groups, and participation in seminars. In addition to the first examination, a re-examination is organised once per semester and once per year.

The degree project is to be registered in an Open Access database belonging to Lund University. Each student determines their own level of publication.

Grades

Grading scale includes the grades: 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.

Entry requirements

To be admitted the course, students must have passed at least 75% of the course MKVA11 Media and Communication Studies: Level 1 (30 credits) or the equivalent.

Further information

This course replaces MKVA21 Media and Communication Studies: Level 2 (30 credits).