



**LUND**  
UNIVERSITY

Faculty of Social Sciences

## **MKVK04, Media and Communication Studies: Bachelor Thesis Course, 30 credits**

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

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### **Details of approval**

The syllabus is an old version, approved by the board of the Department of Communication and Media on 2014-05-27 and was last revised on 2017-04-11. . The revised syllabus applied from 2017-04-11. , autumn semester 2017.

### **General Information**

The course is offered as a freestanding first cycle course and can be included in a degree of Bachelor of Arts in the main field of 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*

G2E, First cycle, has at least 60 credits in first-cycle course/s as entry requirements, contains degree project for BA/BSc

### **Learning outcomes**

#### **Knowledge and understanding**

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

- demonstrate specialised knowledge of media and communication studies as a research discipline and its problem areas
- analyse and discuss the social, cultural and political significance of the ongoing

development in the media and communication field

### **Competence and skills**

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

- identify and apply relevant concepts and research methods in media and communication studies
  - provide an account of basic concepts, theories and perspectives of the theory of science
  - independently plan and execute media and communication studies research within predetermined time frames, and be able to assess studies completed by others with regard to aim, issues, method, empirical implementation, theory use and analysis
  - account for and discuss in speech and writing information, problems and solutions in dialogue with different groups
  - independently execute information searches in media and communication studies, critically analyse the information and apply it in an advanced manner
- demonstrate good spoken and written language use

### **Judgement and approach**

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

- make assessments in media and communication studies informed by relevant disciplinary, social and ethical issues
- discuss and argue for the role of knowledge in society and the responsibility of the individual for how it is used
- identify their need for further knowledge and ongoing learning

### **Course content**

The aim of the course is to provide students with specialised understanding of the social, cultural and political significance of the ongoing media and communication development.

Different perspectives of key research and problem areas in the field are discussed throughout the course. Furthermore, the course provides students with methodological

specialisation and basic knowledge of the theory of science foundations of media and communication studies. It is concluded with a major independent degree project.

#### **Module 1. Theory of Science and Methodology (7.5 credits)**

The module deals with the key perspectives and issues of epistemology and theory of science in media and communication studies and their

links to the methodological, theoretical, empirical and ethical considerations that are typical of media and communication studies research. Furthermore, the module enables students to acquire specialised knowledge of an optional field of media and communication studies methodology.

### Module 2. Media and Communication Studies Theory (7.5 credits)

This module enables students to develop and acquire specialised knowledge of media and communication studies theories by focusing on the theoretical perspectives of a media and communication studies research area of their choice. The area and reading are to be selected in consultation with the supervisor. The student plans and executes an extended oral account of his or her theoretical specialisation and applies it to a written analysis of a topical media and communication studies phenomenon.

### Module 3. Degree Project (15 credits)

The module requires the students to execute an independent degree project individually or in pairs. The project must be clearly linked to research and address a developed social sciences issue. The degree project must include an empirical study.

## Course design

The teaching consists of lectures, seminars, individual supervision and peer tutoring, and includes compulsory introduction and presentation components.

The hours for supervision are limited to the semester in which the student first registered on 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.

The modules are to be taken in the order listed above.

## Assessment

The assessment is based on written assignments, oral presentations and active participation in the teaching. The degree project is examined in a seminar with a specially appointed critical reviewer.

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

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.

*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 this grade on the degree project and at least one more module.

## **Entry requirements**

To be admitted to the course, students must have 120 credits, including 1-60 credits in Media and Communication Studies (MKVA11 and MKVA22 or the equivalent).

## **Further information**

This course replaces MKVK01 Media and Communication Studies: Level 3- Strategic Communication (61-90), MKVK02 Media and Communication Studies: Level 3- The Role of the Media in the Public and Private Sphere (61-90), and MKVK03 Media and Communication Studies: Level 3 (61-90), in accordance with the Higher Education Ordinance (1993:100).

## Subcourses in MKVK04, Media and Communication Studies: Bachelor Thesis Course

Applies from H12

- 1101 Philosophy of Social Science and Method, 7,5 hp  
Grading scale: Fail, Pass, Pass with distinction
- 1102 Theories of Media and Communication Studies, 7,5 hp  
Grading scale: Fail, Pass, Pass with distinction
- 1103 Bachelor Thesis, 15,0 hp  
Grading scale: Fail, Pass, Pass with distinction