



LUND
UNIVERSITY

Faculty of Social Sciences

MKVN04, Media and Communication Studies: Media and Communication Methodology, 15 credits

Medie- och kommunikationsvetenskap: Medie- och kommunikationsvetenskaplig metodologi, 15 högskolepoäng
Second Cycle / Avancerad nivå

Details of approval

The syllabus was approved by the board of the Department of Communication and Media on 2012-11-29 and was last revised on 2017-09-21. The revised syllabus applies from 2017-09-21, spring semester 2018.

General Information

The course is offered as a freestanding course and as an mandatory course within the Master of Science Programme in Media and Communication Studies.

Language of instruction: English

Main field of studies

Media and Communication Studies

Depth of study relative to the degree requirements

A1N, Second cycle, has only first-cycle course/s as entry requirements

Learning outcomes

Knowledge and understanding

On the completion of the course the student shall:

- Demonstrate an extensive knowledge of the theoretical and epistemological foundations of research methods used in the social sciences.
- Demonstrate an understanding of the importance of selecting appropriate methods for varying types of research questions.
- Demonstrate an understanding of the importance of adapting the presentation of research results to the chosen audience, research question, and method.

Competence and skills

On completion of the course, the student shall independently and with proficiency:

- Demonstrate the ability to critically evaluate the knowledge-claims of diverse methods and techniques for the study of different research issues in Media and Communication Studies.
- Demonstrate the ability to produce, analyze and present research information using various forms of communication.
- Demonstrate the ability to design and argue for a small scale case study on a media and communication related research issue or problem.

Judgement and approach

On the completion of the course, the student shall:

- Demonstrate critical assessment of the established methodological norms and ideologies of research methods in Media and Communication Studies.
- Demonstrate insights in the possibilities and limitations of research in social science, its role in society and the ethical responsibility of the individual researcher for how the research is carried out and how the results may be used.

Course content

The study of media, communication and culture has a rich tradition in various methodological positions in the social sciences and humanities. This course critically evaluates established methodological perspectives on research methods in the study of media in society and culture.

The course is structured according to a critical reading of dominant methodological and epistemological perspectives of research methods within social science. This is done from the perspective of a pragmatist and phronetic philosophy of social science, which emphasizes questions of how, why and to whom media and communication studies matter. The overall aim of this course is to problematize and evaluate the significance of media and communication research for individuals, society and culture.

Course design

The teaching consists of lectures, seminars and workshops. Seminars involve group work related to the course literature. In these seminars the students are expected to present a synthesis and analysis of selected methodology and methods studied during the course. Workshops involve practical aspects of using methodology to critically analyze the methodological foundations of research within Media and Communication Studies.

Unless there are valid reasons to the contrary, compulsory participation is required in workshops and 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

Assessment is based on a written essay related to the key literature and methodology as studied during the course and applied to a specific case study.

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, E, D, C, B, A.

The grades awarded are A, B, C, D, E or Fail. The highest grade is A and the lowest passing grade is E. The grade for a non-passing result is Fail.

The student's performance is assessed with reference to the learning outcomes of the course. For the grade of E the student must show acceptable results. For the grade of D the student must show satisfactory results. For the grade of C the student must show good results. For the grade of B the student must show very good results. For the grade of A the student must show excellent results. For the grade of Fail the student must have shown unacceptable results.

Workshops and seminars are awarded with pass or fail, whereas the grade of the written essay determines the overall grade on the course.

Entry requirements

For admission to the course, students must have passed at least 150 credits including a Bachelor's degree project in the social sciences, humanities or the equivalent.

Oral and written proficiency in English equivalent to English 6/B (advanced) from Swedish upper secondary school is a requirement. International qualifications will be assessed in accordance with national guidelines. International students are exempted from the general entry requirement of proficiency in Swedish.

Subcourses in MKVN04, Media and Communication Studies: Media and
Communication Methodology

Applies from V15

1301 Media and Communication Methodology, 15,0 hp
Grading scale: Fail, E, D, C, B, A