



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

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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 2012-11-29 and was last revised on 2013-12-03. . The revised syllabus applied from 2014-09-01. , autumn semester 2014.

### **General Information**

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

*Language of instruction:* English

*Main field of studies*

Media and Communication 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

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### **Learning outcomes**

#### **Knowledge and understanding**

On the completion of the course the student shall:

- Demonstrate an extensive knowledge of the wide range of research methods that can be used in Media and Communication Studies, including their theoretical foundations.
- 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, analyse and present research information using various forms of communication.

### **Judgement and approach**

On the completion of the course, the student shall:

- Demonstrate critical assessment of the politics and ethics of research methods in Media and Communication Studies.
- Demonstrate insights in the possibilities and limitations of research, its role in society and the 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 the politics and ethics of research methodology in the international study of media in society and culture.

The course is structured according to four areas of enquiry: media industry and production; media policy and political economics; media and communicative form; and media audiences and publics. These four areas of enquiry provide a framework from which to analyse methodology within media and communication research. For example, historical research in the history of media institutions, participant observation of media professionals, film making or photography about media processes, diverse research approaches to internet users and producers, and quantitative and qualitative audience research. The overall aim of this course is to evaluate the significance of methodology to international media and communication research.

### **Course design**

The teaching consists of lectures, seminars and workshops that all students are expected to attend. 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 analyse the politics and ethics of research within Media and Communication Studies.

### **Assessment**

Assessment is based on the following:

- a written essay related to the key literature and methodology as studied during the course and applied to a specific case study.
- an oral presentation based on course literature for seminars.
- group based practical assignments for seminars and workshops.
- active participation in the lectures, seminars and workshops.

Attendance at seminars is compulsory unless there are special grounds. An alternative form or date for compulsory components is offered to students who are not able to complete a compulsory component owing to circumstances beyond their control, e.g. accident, sudden illness or similar. This also applies to students who have missed teaching because of activities as student representatives.

*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.

At the start of the course students are informed about the learning outcomes stated in the syllabus and about the grading scale and how it is applied in the course.

## Entry requirements

To be eligible for the course the student must have fulfilled course requirements of at least 150 credits (five terms), including a Bachelor's degree essay in one discipline in the Social Sciences and Humanities, or another equivalent educational background. A high level of proficiency in the English language is necessary. (IELTS with a minimum of 6.5 (none of the sections under 5.5), or TOEFL paper-based score of 4.5 (scale 1-6) in written test and a total score of 575; internet based score of 20 (scale 0-30) and a total score of 90, or Cambridge Certificate of Proficiency (A-C), G.C.E.O.-level (A-c).). Exemption from Swedish language requirements is granted.

## 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