



Faculty of Social Sciences

SKOB34, Strategic Communication: Media, Power and Society, 7.5 credits

*Strategisk kommunikation: Medier, makt och samhälle, 7,5
högskolepoäng*
First Cycle / Grundnivå

Details of approval

The syllabus is an old version, approved by the board of the Department of Strategic communication on 2015-03-17 and was last revised on 2016-03-15. . The revised syllabus applied from 2016-08-29. , autumn semester 2016.

General Information

The course is compulsory during the third semester in the Bachelor's programme in strategic communication, 180 credits. The course is given in Helsingborg.

Language of instruction: Swedish

Components in other Scandinavian languages and English may be included.

Main field of studies

Strategic Communication

Depth of study relative to the degree requirements

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

Learning outcomes

On completion of the course, the student should show:

Knowledge and understanding

- basic knowledge of the Swedish media environment concerning history, structure and media development
- basic knowledge of political structures and public administration as well as be able to discuss development tendencies in the public system
- general knowledge of theories and strategies in political communication

Competence and skills

- ability to reflect critically, analyse and discuss the role of the media and professional communicators in public opinion formation,

Judgement and approach

- ability to discuss and relate to value conflicts and ethical problems in relation to democratic processes.

Course content

The general aim of the course is that the student should acquire knowledge of how media and communication influence democratic processes in the society. To achieve the general aim, the course treats in various ways how the political order and how the power distribution in the society is constructed. In addition, the course treats the structure and development of media system. Particularly, the media's role in the public opinion formation is emphasised. The course prepares the student for the professional role as communicator in and outside the public sphere.

Course design

The teaching consists of lectures and seminars.

Assessment

The course is examined through an oral exam and a written exam.

In connection with the course, three examination sessions been offered: a regular test and two re-examinations. Within a year of the end of the course, two further re-examinations on the same course content are offered. After this, further re-examination opportunities are offered but in accordance with the current course syllabus.

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 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.

Grade on the whole course consists of a mean of the grades on graded tests (where A=5, B=4, C=3, D=2 and E=1). To pass the course, the student must have received smallest E on all components assessed with the grading scale E-A and the grade Pass on all components assessed with the grading scale Pass/Fail as well as participated in all compulsory components.

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 to the course, 45 credits in the Bachelor's programme in strategic communication are required, 180 credits.

Further information

The course can not include in degree together with SKOA33 PR, power and media, 15 credits.

Subcourses in SKOB34, Strategic Communication: Media, Power and Society

Applies from H17

- 1701 Seminar 2, 0,0 hp
Grading scale: Fail, Pass
- 1702 Seminar 2, 0,0 hp
Grading scale: Fail, Pass
- 1703 Oral exam, 4,0 hp
Grading scale: Fail, E, D, C, B, A
- 1704 Written exam, 3,5 hp
Grading scale: Fail, E, D, C, B, A

Applies from H15

- 1501 Oral exam, 4,0 hp
Grading scale: Fail, E, D, C, B, A
- 1502 Written exam, 3,5 hp
Grading scale: Fail, E, D, C, B, A