Syllabus
for course at first level
Media and Communication Studies - Bachelors Course
Medie- och kommunikationsvetenskap - kandidatkurs

Course code: MK3011
Valid from: Autumn 2008
Date of approval: 2008-06-03
Department: Department of Media Studies
Subject: Communications Studies/Media and Communication Studies

Decision
This course plan has been approved by the board of directors of the Department for Journalism, Media & Communication (JMK) 2008-06-03.

Prerequisites and special admittance requirements
Media and Communication Studies I, 60 credits or Journalism Studies I, 60 credits, or equivalent.

Course structure

<table>
<thead>
<tr>
<th>Examination code</th>
<th>Name</th>
<th>Higher Education Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>3006</td>
<td>Scientific Theoretical Perspectives</td>
<td>7.5</td>
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<tr>
<td>3005</td>
<td>Specialization within Theory and Methodology</td>
<td>7.5</td>
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<tr>
<td>3007</td>
<td>Bachelor Thesis</td>
<td>15</td>
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</tbody>
</table>

Course content
Media and communication studies addresses the role of the media in society and culture, its conditions of production, contents, and publics. The emphasis is on traditional mass media such as the press, radio, and TV, and also on digital media and new media forms. Methods for the critical analysis of media production, contents, and publics, are central to the course.

Module 1: Theoretical perspectives within the study of communication, media and journalism, 7.5 credits
This module addresses relevant theoretical and methodological departure points for studies of mediated communication and journalism. The issue of academic validity is central to this area. Epistemological ideals from within social studies and the humanities are discussed, together with possible combinations of these approaches. The module includes an orientation in contemporary philosophies of science, including the most important traditions and arguments.

Module 2: Specialisation within theory and method, 7.5 credits
This module is divided in two and includes options for specialisation within theory or method. The specialisations may be chosen with reference to the bachelor's project. Theoretical specialisations cover three areas: journalism and journalism studies; popular culture; and information, propaganda, advertising, and PR. Methodological specialisations cover the three areas of: ethnographic methods and qualitative interviews; qualitative content-analytical methods; and quantitative methods.

Module 3: Bachelor's essay, 15 credits
For this module, an independent investigation within journalism studies is carried out, individually or in pairs,
with the support of concepts, theories, and methods acquired during previous modules. The investigation involves the independent collection and critical analysis of data. Research problems are selected in consultation with an advisor.

**Learning outcomes**

**Module 1: Theoretical perspectives within the study of communication, media and journalism, 7.5 credits**
Having completed the module the student has demonstrated an ability to
1) identify, interpret, and give an independent account of general theories of the philosophy of science as a framework for understanding research traditions within social studies and the humanities.
2) relate these more general theories to the study of communication, media, and journalism.

**Module 2: Specialisation within theory and method, 7.5 credits**
1) Specialisation within theory:
Having completed the module the student has demonstrated an ability to independently identify a theoretical aspect of communication, media, and journalism and give a critical account of research within this area.

2) Specialisation within method:
Having completed the module the student has demonstrated an ability to independently apply and critically evaluate a chosen empirical method for the study of communication, media, and journalism.

**Module 3: Bachelor’s essay, 15 credits**
Through the completion of the module the student has demonstrated the ability to
1) seek, collect, evaluate, and critically interpret information relevant for a research problem within the area of media and communication studies.
2) independently identify, formulate, and solve problems with the support of methods appropriate to the area, and carry out a scholarly bachelor’s essay within the given time frame.
3) orally and in writing give an account of and discuss the purpose and results of the study.
4) pay attention to contemporary ethical norms within research.
5) evaluate an equivalent study by acting as examiner at a seminar.

**Education**

Tuition takes place in the form of lectures, seminars, tutoring, and individual and group exercises and tasks (modules 1 and 2).

Tuition takes place in the form of tutoring and seminars (module 3).

**Forms of examination**

a. **Module 1: Theoretical perspectives within the study of communication, media and journalism, 7.5 credits**
The following methods of examination are used: individual documentation (logbook) of lectures and seminars, through a presentation of scholarly research questions prior to the writing of the bachelor’s essay, and through seminar tasks carried out in groups. Completion of the module also requires active presence in the lectures and seminars.

b. **Module 2: Specialisation within theory and method, 7.5 credits**
The following methods of examination are used: individually-authored seminar articles (theory or method), to be presented and discussed at seminars

Module 3: **Bachelor’s essay, 15 credits**
The following methods of examination are used: discussion and consideration of the paper at seminars, and formal opposition at a final seminar. Completion of the module requires active presence at the seminars.

b. Grades are given according to a criterion referenced seven-point scale:

A = Excellent
B = Very Good
C = Good
D = Satisfactory
E = Adequate
Fx = Insufficient
F = Fail

c. The grading criteria for this course are to be distributed at the beginning of the course.

d. A grade of at least E on all modules is required in order to obtain a grade for the whole course.
In order to obtain at least a grade of E, a student who has receives an F or Fx has the right to an additional four tests provided the course is still offered. A student who has received a grade of E or higher may not take the test again in order to get a higher grade. A student who has received the grade of Fx or F twice on a given test and by the same examiner can, on application, be granted a new examiner, unless there are specific reasons against it. The application should be addressed to the board of the department.

Required reading

Module 1: Theoretical perspectives within the study of communication, media and journalism, 7,5 credits


Delkurs 2: Specialisering inom teori och metod, 7,5 hp

A) Obligatorisk litteratur (urval ur) Teori: Journalistik och journalistikvetenskap

Teori: Popularkultur
Teori: Information, propaganda, reklam och PR
Textkompendium.

Metod: Kvalitativa innehållsanalytiska metoder


Delkurs 3: Uppsatsarbete, 15 hp Väljs i samråd med handledare.