



Faculty of Economic Sciences, Communication, and IT

Programme Study Plan

Media and Communication

Programme Code	SGMKV
Programme Title:	Media and Communication
ECTS Credits	180
Approval	The programme study plan was approved by the Faculty Board of Economic Sciences, Communication, and IT on 24 February 2011, effective from the autumn term 2011.
Language of Instruction:	Swedish
Degree Level:	Bachelor's
Degree Type:	General
Prerequisites	General admission requirements, plus either - field-specific eligibility A6 (Social Science 1b eller 1a1 + 1a2), or - field-specific eligibility 6 (English B and Social Science A).

General Information

The programme provides a broad base in the media and communication field and the opportunity for students to specialise in (1) *Communication and Global Media*, or (2) *Visual Communication and Design*.

Global media graduates are needed in the fields of the mass media, intercultural communication and popular culture, nationally and internationally.

Visual communication and design graduates can work with information and communication in a range of fields, for instance, information offices, communications agencies or consultancy firms, as well as various forms of media production, the web, film, TV or radio.

Aims

Knowledge and understanding

For a Bachelor's Degree, *Communication and Global Media* students should be able to:

- demonstrate in-depth knowledge and understanding of central theories and methods in the media and communication field,
- give an account of the media's economic, historical, political, social and technological contexts and frames, and
- explain and analyse the media's relation to the external community,
- give an account of and apply theories and concepts in the field of communication and global media, and
- demonstrate basic and specialised knowledge of globalisation and its effects on media and communication locally, nationally and globally.

For a Bachelor's Degree, *Visual Communication and Design* students should be able to:

- demonstrate in-depth knowledge and understanding of central theories and methods in the media and communication field,
- give an account of the media's economic, historical, political, social and technological contexts and frames, and
- explain and analyse the media's relation to the external community,
- give an account of and apply theories and concepts in the field of visual communication and design, and
- demonstrate basic and specialised knowledge of and perspectives on communication planning.

Skills and abilities

For a Bachelor's Degree, *Communication and Global Media* students should be able to:

- identify and discuss theoretical issues in national and international contexts,
- plan, structure and lead communications work in local, national and global companies and organisations, and
- design, realise, and present theoretically based and methodologically executed studies.

For a Bachelor's Degree, *Visual Communication and Design* students should be able to:

- plan, design, realise, analyse and evaluate visual communication in different contexts,
- design various forms of visual information,

- plan, structure and lead projects, and
- independently carry out theoretical as well as practical work in the field.

Judgement and approach

For a Bachelor's Degree, *Communication and Global Media* students should be able to:

- reflect on the theoretical basis of the specialisation and its application in a professional situation,
- identify and analyse the role of communication in the lives of individuals, groups, organisations and companies,
- reflect on the globalisation process and its effects on communication, media and social change, and
- explain and summarise socialisation processes in today's media society.

For a Bachelor's Degree, *Visual Communication and Design* students should be able to:

- reflect on the theoretical basis of the specialisation and its application in a professional situation,
- identify and analyse the role of communication in the lives of individuals, groups, organisations and companies, and
- demonstrate a creative and analytical approach to the communication and design of visual media.

Programme Structure

The study programme comprises 180 ECTS credits over 6 terms. In the fifth term (30 ECTS cr.) students can study any course of their choice. The programme consists of six separate but unified study terms.

Programme Curriculum

Term	Programme: Media and Communication	
1	Introduction to Media and Communications Studies (15 hp) Media Mechanisms (15 hp)	
2	Text and Image (15 hp) Organizational Communication (15 hp)	
	Specialisation: Communication and Global Media	Specialisation: Visual Communication and Design
3	Communication and Global Media I (30 hp)	Visual communication and design I (30 hp)
4	Communication and Global Media II (30 hp)	Visual communication and design II (30 hp)
5	Elective Studies (30 hp)	Elective Studies (30 hp)
6	Communication and Global Media III (30 hp)	Visual communication and design III (30 hp)

--	--	--

The first two terms consist of four 15 ECTS credit courses providing the basic knowledge and skills necessary for progression on the two programme pathways. The courses are briefly described below.

Term 1

- **Introduction to Media and Communication Studies (15 ECTS cr):** Different concepts and perspectives of the media, communication, culture and society are treated. Basic issues of how organisations, individuals and groups function as sender, receiver and decoder of information.

- **Media Mechanisms (15 ECTS cr):** The economical, historical, legal, political, social and technological contexts and frames of traditional and new media are treated. Media development is viewed as a structural process in which the features of consumers, producers, owners, society and technology interact in different ways.

Term 2

- **Text and Image (15 ECTS cr):** Media's means of expression in the production of messages are treated with an emphasis on content and form. The interplay of language and image in societal development through history is introduced as is the narrative structure of media stories. Also included are practical components developing basic skills in various types of media production.

- **Organisational Communication (15 ECTS cr):** From an organisation theoretical perspective the course deals with internal and external communication in organisations. In the area of strategic communication, communication planning, media relations and public relations are covered in theory and practice.

After the first mandatory year, students move on to specialise in *Communication and Global Media* or *Visual Communication and Design*. Both pathways start with one year of study in the chosen area (Terms 3 and 4), which is followed by a term in which students can choose to specialise further in their chosen area, practise in the field, or study courses in other academic fields at Karlstad University or elsewhere (Term 5). In the last term students prepare and carry out their degree project.

Specialisation: Communication and Global Media

Term 3: Communication and Global Media I, 30 ECTS cr.

A global perspective is adopted in the study of media, society, technology and identity. Components centring on the global media flow, technology and culture, communication and identity, and the media public are included. The term starts with globalisation specialisation and is concluded with a course on the importance of communication for social change.

Term 4: Communication and Global Media II, 30 ECTS cr.

The course starts with the key issue of the links between media, democracy and civic culture and moves on to in-depth aspects of media and communication studies research methods with relevance for the students. The reciprocal relationship between the media, culture, and technologies is treated at the start of the course and a project concludes the course.

Term 5: Elective Studies, 30 ECTS cr.

There are many opportunities to study abroad. Karlstad University has exchange agreements with universities around the world. Students are also invited to take courses offered at Karlstad University or at other institutions of higher education. Students who wish to have practical placement can choose the course Media Practical Placement 15 ECTS cr.

Term 6: Communication and Global Media III, 30 ECTS cr.

The course starts with a communication theory specialisation, followed by research methodology and theory of science. It concludes with a degree project (15 ECTS cr.) through which students develop their skills in producing an academic essay independently.

Specialisation: Visual Communication and Design

Term 3: Visual Communication and Design I, 30 ECTS cr.

Basic theories of the planning, analysis and decoding of visual communication in different contexts, for instance, the web, multimedia and print are treated. Digital video production is treated in theory and practice. The course is concluded with a student web production based on the knowledge and skills they have acquired in the planning, design and realisation of dynamic websites.

Term 4: Visual Communication and Design II, 30 ECTS cr

Students further develop their knowledge of designing new media with a focus on digital aesthetics. It also deals with the art of planning, structuring and leading projects. Students develop their multimedia skills with an emphasis on scripts, narration, information design and interactive media production. Also further aspects of media and communication studies research methodology in relevant areas for the students are included.

Term 5: Elective Studies, 30 ECTS cr.

There are many opportunities to study abroad. Karlstad University has exchange agreements with universities around the world. Students are also invited to take courses offered at Karlstad University or at other institutions of higher education. Students who wish to have practical placement can choose the course Media Practical Placement 15 ECTS cr.

Term 6: Visual Communication and Design III, 30 ECTS cr

The course starts with a communication theory specialisation, followed by research methodology and theory of science. It concludes with a degree project (15 ECTS cr.) through which students develop their skills in carrying out an authentic project or an empirical study and presenting the result in the form of an academic report or essay..

Degree Title

Degree of Bachelor of Arts

Major: Media and Communication Studies

Credit Transfer

According to the Higher Education Ordinance (Ch. 6, § 12-14), students may transfer credits from previously completed university courses subject to approval. Transfer of credits for a full course, or other credits, is subject to approval by the Student Centre. Transfer of credits from a course module is subject to approval by the course examiner.

Additional Information

The local regulations for undergraduate studies at Karlstad University stipulate the obligations and rights of students and staff.