



Faculty of Arts and Social Sciences
Media and Communication Studies

Syllabus

Course Approval

The syllabus was approved by the Faculty Board of Arts and Social Sciences on 12 March 2014, and is valid from the Autumn semester of 2014 at Karlstad University.

Course Code: MKGA02

Introduction to Media and Communication Studies, 15.0 ECTS Credits

(Introduktion till Medie- och kommunikationsvetenskap, 15.0 Swedish credit points)

Degree Level: Bachelor

Progressive Specialisation: G1N (First cycle, has only upper-secondary level entry requirements)

Language of Instruction

Swedish and English

Prerequisites

General admission requirements plus upper secondary school level English 6 or B, or equivalent

Major Field of Study

MKA (Media and Communication Studies)

Learning Outcomes

Upon completion of the course, students should be able to:

- give an account of and summarise central problem areas in media and communication studies,
- give an account of and explain theories and perspectives of relevance to media and communication studies,
- give an account of and explain methods and their application in media and communication studies,
- explain and discuss the economic, cultural, political, social, judicial, and technical conditions of the media today and in the past,
- explain and discuss the media's relation to the society at large,
- explain and discuss basic theoretical issues of relevance to media and communication studies nationally and internationally,
- give an account of and explain the institutional circumstances which constitute substantial conditions for media activities,
- give an account of and explain basic changes in the national and international mass medial situation in terms of relevant theoretical perspectives, and
- discuss and analyse the importance of the media as arena and actor in a democracy.

Content and Form of Instruction

Module 1 Introduction to media and communication studies 3 (ECTS cr)

The disciplinary field is introduced by focusing on the traditional problems in the field, that is, the role of media in society and in the life of the individual. The changes in the media landscape in the 20th and 21st centuries are treated, especially in terms of media and communication studies perspectives on the development in the last decades. The history and development of discipline are also discussed.

Module 2 Media and society (12 ECTS cr)

The basic theoretical perspectives on the media's role in society socially, politically, economically, and culturally are presented along with basic media history with a focus on the development in Sweden and media structures what does the Swedish and international media landscape look like today? Analyses of the social, economic, technical, political, judicial and cultural circumstances of the media are presented. The mass media are viewed as integrated parts of the societal system and as central opinion forming channels and actors. A special focus is on the role of media in a democratic society. The development of the mass media is seen as a structural process in which the traits of the media users, the media themselves, and the society at large contribute to the process. The module includes basic philosophy of science and scholarly methods with a focus on how to study the roles of media in society.

Reading List

See separate document.

Examination

Assessment is based on_

Module 1: written exam

Module 2: written exam and a group hand-in assignment presented and discussed at a mandatory seminar.

Grades

One of the grades Distinction (VG), Pass (G), or Fail (U) is awarded in the examination of the course. The grade Distinction is awarded to students who have earned this grade for at least 9 out of the 15 course credits.

Quality Assurance

Follow-up relating to learning conditions and goal-fulfilment takes place both during and upon completion of the course in order to ensure continuous improvement. Course assessment is based on student views and experiences as reported in written course evaluations and/or group discussions. Students will be informed of the result of the evaluation and of the measures to be taken.

Course Certificate

A course certificate will be provided upon request.

Additional Information

Students who enrolled before 1 July 2007 will complete their studies in accordance with the requirements of the earlier admission. Upon completion students may request degree and course certificates to be issued under the current ordinance if they meet its requirements.

The local regulations for studies at the Bachelor's and Master's levels at Karlstad University stipulate the obligations and rights of students and staff.

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