



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:** MKGA03

**Text, Communication and Organization, 15.0 ECTS Credits**

**(Text, kommunikation och organisation, 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 distinguish between different media texts and genres,
- discuss and apply basic theories in media and communication studies on media texts and media content,
- use different research approaches to analyse media texts and media content,
- give an account of the economic, political, organisational, and cultural contexts in which media texts are produced,
- analyse the role of communication for groups, organisations and companies,
- give an account of and distinguish between different types of communication channels and forms in organisations, and between organisations and the surrounding society, and
- give an account of and discuss research methods used in the analysis of organisations and organisation communications.

### Content and Form of Instruction

Module 1 Communication and text 7.5 ECTS cr

Media content (including images) is studied from different perspective along with different media genres and types. The political, economic, cultural and organisational contexts in which media texts are produced are discussed. Theories on text, visual communication and text analyses in the field are presented. Different exercises in analysing media texts from different perspectives and with different research approaches are carried out.

Module 2 Organisation communications 7.5 ECTS cr

The structure of contemporary organisations and the role of communications in them are treated. Historical

survey of organisation and communication theories are treated with a focus on key concepts such as organisational culture, leadership, and change processes. Finally, research methods for analysing organisation communication and organisation processes are presented.

#### Reading List

See separate document.

#### Examination

Assessment is based on written exams and group assignments presented and discussed at mandatory seminars.

#### 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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