



Faculty of Arts and Social Science
Media and Communication Studies

Syllabus

Text, Communication and Organization

Course Code:	MKGA03
Course Title:	Text, Communication and Organization <i>Text, kommunikation och organisation</i>
Credits:	15
Degree Level:	Undergraduate level
Progressive Specialisation:	First cycle, has only upper-secondary level entry requirements (G1N)

Major Field of Study:
MKA (Media and Communication Studies)

Course Approval

The syllabus was approved by the Faculty of Arts and Social Science 2016-02-16, and is valid from the Autumn semester 2016 at Karlstad University.

Prerequisites

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

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 theoretical perspectives of organisations and organisation communication,
- 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

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 of media content are treated. 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 media and communication studies 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 along with the tools and methods used in organisations to collect data on the surrounding world and organisational activities.

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 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 evaluation is partly based on student views and experiences obtained in accordance with current regulations and partly on other data and documentation. Students will be informed of the result of the evaluation and of any measures to be taken.

Course Certificate

A course certificate will be provided upon request.

Additional information

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