



Faculty of Economic Sciences, Communication and IT
Media and Communication Studies

Syllabus

Course Approval

The syllabus was approved by the Faculty Board of Economic Sciences, Communication and IT on 9 November 2011, and is valid from the Autumn semester of 2012 at Karlstad University.

Course Code: MKGC10

Media and Communication Studies III, 30.0 ECTS Credits

(Medie- och kommunikationsvetenskap III, 30.0 Swedish credit points)

Degree Level: Bachelor

Progressive Specialisation: G2E (First cycle, has at least 60 credits in first-cycle course/s as entry requirements, contains degree proj. for B.A./B.Sc.)

Language of Instruction

The language of instruction is Swedish. Some course components may be taught in English.

Prerequisites

Courses MKGA20 Media and communication studies A 30 hp and MKGB20 Media and communication studies B 30 hp or MKGA01 Media and communication studies I 30 hp and MKGB01 Media and communication studies II 30 hp or equivalent.

Major Field of Study

MKA (Media and Communication Studies)

Learning Outcomes

Upon completion of the course students should be able to

- synthesize the main features of a theoretical field in media and communication studies,
- assess the analytical potential of a theoretical field,
- critically review the research design, theory and method of academic works, and
- plan, design, perform and present a theoretically and methodologically based study in the field of media and communication studies.

Content and Form of Instruction

The course includes the following modules:

Module 1: Communication Theory (7.5)

The module deals with current research approaches in communication theory. Students are offered elective specialization courses in a number of areas such as culture and media, public relations, mass media and journalism, communication and learning, political communication and the impact of IT on the individual and society.

Module 2: Research Methods (7.5)

The module deals with different quantitative and qualitative methods in media and communication studies with an emphasis on data processing, analysis and the linking of theory and method.

Module 3: Degree Project (15)

Students develop their ability to carry out an independent research project in an area of their choice, applying theoretical and methodological knowledge. There is also a component of instruction on essay seminar procedures. Supervision is only provided during the course period. Students who fail to complete the project satisfactorily in the course period may be offered additional supervision, circumstances permitting, at the next course opportunity if they re-register

Reading List

See separate document.

Examination

The modules Communication Theory and Research Methods are assessed on the basis of oral and written presentations and a final written exam.

The module Degree Project is assessed on the basis of the completed thesis, the seminar presentation and defence, and performance as discussant of a fellow-student's thesis. Seminars are mandatory. The number of examination opportunities is limited to five.

Grades

One of the grades Distinction (VG), Pass (G), or Fail (U) is awarded in the examination of the course.

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.

Karlstads universitet 651 88 Karlstad, Sweden
Tel +46-54-700 10 00 Fax +46-54-700 14 60
information@kau.se www.kau.se