



Faculty of Arts and Social Science
Media and Communication Studies

Syllabus

Media and Communication Studies III

Course Code:	MKGC10
Course Title:	Media and Communication Studies III <i>Medie- och kommunikationsvetenskap III</i>
Credits:	30
Degree Level:	Undergraduate level
Progressive Specialisation:	First cycle, has at least 60 credits in first-cycle course/s as entry requirements, contains degree proj. for B.A./B.Sc. (G2E)

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

Course Approval

The syllabus was approved by the Faculty of Arts and Social Science 2016-03-07, and is valid from the Autumn semester 2016 at Karlstad University.

Prerequisites

Courses MKGA02 Introduction to Media and communication studies 15 ECTS cr and MKGA03 Text, Communication and Organisation 15 ECTS cr, MKGB03 Research Methods and Independent Project 15 ECTS cr, and 15 ECTS cr for the course MKGB23 Strategic Communication 30 ECTS cr, or equivalent.

Learning Outcomes

Upon completion of the course students should be able to

- problematize and synthesize the main features of a theoretical field in media and communication studies,
- evaluate and assess the analytical potential of a theoretical field in media and communication studies,
- give an account of and apply central research methods in media and communication studies,
- critically review the research design, theory and method of academic works in media and communication studies, and
- independently plan, design, perform and present sophisticated and ethically sound theoretically and methodologically based works in the field of media and communication studies.

Content

The course includes the following modules:

Module 1: Research Survey and Research Design (15 ECTS cr)

The module deals with current research approaches in communication theory. Students develop skills in writing a research survey in a specific specialisation area. Qualitative and quantitative research methods in the field of media and communication studies are treated with an emphasis on data processing, analysis and the link between theory and method. Ethical issues of relevance to research

and development are treated throughout the module. The module includes practical exercises. Note that instruction may be in English.

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 skills. There is also a component of instruction on essay seminar procedures. Supervision is only provided during the course period. Reregistered students who fail to complete the project satisfactorily in the course period may be offered additional supervision, circumstances permitting.

Reading List

See separate document.

Examination

Module 1: Assessment is based on group assignments presented and discussed in mandatory seminars and on written individual hand-in assignments.

Module 2: Assessment is based on an independent thesis, discussed in seminar and on student performance as a peer reviewer. The number of examinations 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 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.