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FACULTY OF ARTS AND SOCIAL SCIENCES

# Digital Media Analysis

## *Digitala medier och analys*

*Programme code:* SGDMA

*ECTS Credits:* 180

*Education level:* First cycle

*Degree type:* General qualification

*Language of instruction:* Swedish and English

### **Finalized by**

Faculty Board of Arts and Social Sciences, 2025-12-11

### **Valid from**

Autumn semester 2026

### **Entry requirements**

General entry requirements plus either

upper secondary level Civics 1b or 1a1+1a2, English 6

or

upper secondary level Civics level 1b or level 1a1+1a2, English level 2.

## Introduction

The study programme provides a broad foundation in media and communication studies, with a particular focus on *digital media analysis*. Digitalisation, new technology, software and AI tools are continuously integrated into the courses of the programme. After completing the programme, students can choose to continue their studies at master's level or begin their professional career.

With a specialisation in digital media analysis, graduates are equipped to work with digital media in professional areas such as project management, data collection and evaluation, communication planning and digital analytics. The international perspective of the programme also gives students excellent opportunities to work abroad.

## Programme outcomes

For programme completion, students must meet the national requirements for a Degree of Bachelor as well as the specific local programme outcomes.

### National outcomes

#### *Knowledge and understanding*

For a Degree of Bachelor the student shall

- demonstrate knowledge and understanding in the main field of study, including knowledge of the disciplinary foundation of the field, knowledge of applicable methodologies in the field, specialised study in some aspect of the field as well as awareness of current research issues.

#### *Competence and skills*

For a Degree of Bachelor the student shall

- demonstrate the ability to search for, gather, evaluate and critically interpret the relevant information for a formulated problem and also discuss phenomena, issues and situations critically
- demonstrate the ability to identify, formulate and solve problems autonomously and to complete tasks within predetermined time frames
- demonstrate the ability to present and discuss information, problems and solutions in speech and writing and in dialogue with different audiences, and
- demonstrate the skills required to work autonomously in the main field of study.

#### *Judgement and approach*

For a Degree of Bachelor the student shall

- demonstrate the ability to make assessments informed by relevant disciplinary, social and ethical aspects

- demonstrate insight into the role of knowledge in society and the responsibility of the individual for how it is used, and
- demonstrate the ability to identify the need for further knowledge and undertake ongoing development of his or her skills.

#### *Independent project (degree project)*

A requirement for the award of a Degree of Bachelor is completion by the student of an independent project (degree project) for at least 15 credits in the main field of study.

### **Local outcomes**

#### *Knowledge and understanding*

Upon completion of the study programme, the student shall be able to

- describe the geographical, economic, historical, legal, political, social and technological conditions of the media
- explain and analyse the relationship between the media and the wider community
- demonstrate a basic understanding of the technological foundations and conditions of different digital media, and
- demonstrate an overall understanding and in-depth knowledge of the significance and uses of digital and social media today, from methodological, empirical and strategic perspectives.

#### *Competence and skills*

Upon completion of the study programme, the student shall be able to

- identify and discuss issues relating to digital media and their significance for analytical and strategic processes within organisations and companies,
- define and understand the technical conditions and conceptual foundations for developing analytical tools in digital environments, and
- demonstrate basic skills in programming and data processing in order to carry out analyses, visualisations and investigations, both independently and as part of a group, through an applied working process within digital media.

#### *Judgement and approach*

Upon completion of the study programme, the student shall be able to

- reflect upon the relevance of digital media for processes of social change and their mutual relationship, and
- develop analytical strategies based on reflection upon the societal conditions and ethical dimensions of digitalisation.

### **Programme structure**

The programme comprises 180 credits, out of which 30 credits in the fifth semester consist of free elective courses where students can choose courses based on their own interests. Upon completion of the

programme, students should have at least 90 credits in the main field of study, media and communication studies.

The first semester of the programme consists of two courses in which students acquire the fundamental knowledge and skills needed to understand the discipline of media and communication studies and its development. In the second semester, students are introduced to digital media analysis. In the third semester, students deepen their knowledge of digital media and analytical methods. The fourth semester includes two courses on method and a smaller research project, which serves as an introduction to scientific method and how to conduct scientific investigations. In the fifth semester, students can choose to deepen their studies in media and communication, undertake a practical placement or take courses in other disciplines at Karlstad University or another university, or use the semester for studies abroad. The sixth and final semester offers specialisation in media and communication studies theory and methodology. It also includes an independent project comprising 15 credits.

As part of the discipline of media and communication studies, a gender equality perspective is integrated in various ways throughout the programme, as are issues on sustainable development. The programme is based on student-centred learning, combining lectures, seminars, workshops and project work.

## **Programme curriculum**

Note that the titles and the order of the programme courses may vary.

### *Semester 1*

Introduction to media and communication studies (15 credits)

Text, communication and organisation (15 credits)

### *Semester 2*

Professional role, jurisprudence and ethics (7.5 credits)

Social media and social theory (7.5 credits)

Media audiences in the digital age (7.5 credits)

Strategic communication and the analytical organisation (7.5 credits)

### *Semester 3*

Technical foundations of digital media and digital design (15 credits)

Digital analysis methods (15 credits)

### *Semester 4*

Data visualisation and communication (15 credits)

Project in media analysis (7.5 credits)

Data, power and ethics (7.5 credits)

### *Semester 5*

Free elective courses (30 credits)

*Semester 6*

Independent research project: digital analysis (30 credits)

### **Title of qualification**

Degree of Bachelor of Arts

Major: Media and Communication Studies

### **Credit transfer**

According to the Higher Education Ordinance, Chap. 6, Sect. 6-8, students have the right to transfer credits and have prior learning recognised upon approval.

### **Additional information**

The local regulations for first and second cycle education at Karlstad University stipulate the obligations and rights of students and staff.