



Faculty of Arts and Social Sciences

Programme Study Plan

Media and Communication

Programme Code	SGMKV
Programme Title:	Media and Communication
ECTS Credits	180
Approval	The programme study plan was approved by the Faculty Board of Arts and Social Sciences on 11 October 2018, and is effective from the autumn semester 2019.
Language of Instruction:	Swedish and English
Degree Level:	Bachelor's
Degree Qualifications:	General
Prerequisites:	General admission requirements and Civics 1b or 1a1 + 1a2. Upper secondary English course 6.

General Information

The programme provides a broad base in the media and communication field and the opportunity for students to specialise in (1) *Digital Media and Analysis*, or (2) *Visual Communication and Design*.

Students specialising in digital media and analysis prepare for careers in areas such as project management, data collection and evaluation, communication planning or digital

analysis. The international perspective of the programme also makes graduates attractive in a global job market.

Visual communication and design graduates can work with information and communication in a range of fields, for instance, information offices, communications agencies, or consultancy firms, as well as various forms of media production, such as printed matters, the web, and moving images.

Aims and Learning Outcomes

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

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 independently 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 independently in the main field of study.

Judgement and approach

For a Degree of Bachelor the student shall

- demonstrate the ability to make assessments in the main field of study informed by relevant disciplinary, social and ethical issues
- 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 on-going learning.

Local outcomes

Knowledge and understanding

For programme completion, students specialising in **Digital Media and Analysis** shall be able to:

- give an account of the geographical, economical, historical, legal, political, social and technological contexts and frames of the media,

- demonstrate basic understanding of different digital media's technological potentials and restrictions, and
- demonstrate broad understanding and enhanced knowledge of the current importance and application areas of digital and social media from methodological, empirical and strategic perspectives.

For programme completion, students specialising in **Visual Communication and Design** shall be able to:

- give an account of the geographical, economical, historical, legal, political, social and technological contexts and frames of the media,
- explain and analyse the media's relation to the external community,
- demonstrate specialised knowledge of and perspectives on communication planning and its implementation.

Competence and skills

For programme completion, students specialising in **Digital Media and Analysis** shall be able to:

- identify and discuss issues pertaining to digital media their importance to the analytical and strategic processes in organisations and companies,
- define and demonstrate understanding of the technological potentials and conceptual basis for developing analytical instruments in digital environments, and
- demonstrate the basic skills in programming and computer processing required to perform analyses and investigations in the field of digital media.

For programme completion, students specialising in **Visual Communication and Design** shall be able to:

- initiate, plan, design, realise, analyse and evaluate visual communication in different contexts,
- present various forms of information visually, and
- initiate, plan, structure and lead projects.

Judgement and approach

For programme completion, students specialising in **Digital Media and Analysis** shall be able to:

- reflect on the relevance of digital media for social change processes and their interrelationship,
- develop analysis strategies based on reflection on the social conditions and ethical dimensions of digitalisation.

For programme completion, students specialising in **Visual Communication and Design** shall be able to:

- demonstrate a creative and analytical approach to communication through and design of visual media.

Programme Structure

The study programme comprises 180 ECTS credits over 6 semesters. In the fifth semester (30 ECTS cr.) students can study any course of their choice. Students earn 90 ECTS cr in media and communication studies, which is the programme major.

Programme Curriculum

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

Semester	Programme: Media and Communication Studies	
1	Introduction to Media and Communication Studies (15 ECTS cr) Text, Communication, and Organisation (15 ECTS cr)	
	Specialisation: Digital Media and Analysis	Specialisation: Visual Communication and Design
2	Professional Role, Jurisprudence and Ethics, 7.5 ECTS cr Social Media & Social Theory, 7.5 ECTS cr Media Audiences in the Digital Age, 7.5 ECTS cr Strategic Communication and the Analytical Organisation, 7.5 ECTS cr	Visual Communication and Design I (30 ECTS cr) Modules: Professional Role, Jurisprudence and Ethics, 7.5 ECTS cr Introduction to Visual Communication and Design, 22.5 ECTS cr
3	Technical Foundations of Digital Media and Digital Design, 15 ECTS cr Digital Analysis Methods, 15 ECTS cr	Visual Communication and Design II (30 ECTS cr) Modules: Project Management, 7.5 ECTS cr, Web Production, 15 ECTS cr Digital Aesthetics. 7.5 ECTS cr
4	Data Visualisation and Communication, 7.5 ECTS cr Project in Media Analysis, 7.5 ECTS cr Data, Power and Ethics, 15 ECTS cr	Strategic digital communication (30 ECTS cr) Modules: Strategic digital communication, 15 ECTS cr Research Method, 7.5 ECTS cr Independent Project, 7.5 ECTS cr
5	Optional courses (30 ECTS cr)	Optional courses (30 ECTS cr)
6	Independent research project: Digital analysis, 30 ECTS cr Modules: Research Survey and Research Design, 15 ECTS cr Independent project, 15 ECTS cr	Visual Communication and Design III (30 ECTS cr) Modules: Research Survey and Research Design, 15 ECTS cr Thesis Project, 15 ECTS cr

The first semester consists of two 15 ECTS credit courses providing the basic knowledge and skills necessary for progression on the two programme pathways. After the second semester's first joint course, students move on to either Digital Media and Analysis or Visual Communication and Design. Both pathways start with studies in the chosen field (courses described below), followed by a B-level essay and an optional semester in which students can study further in the MCS field, undertake practical placement, or take courses in other disciplines at Karlstad University, or elsewhere in Sweden or abroad. This semester is ideal for study abroad. The final semester is

devoted to the theoretically and empirically based degree thesis (C-paper) or degree project combining practical performance in an area with research-based investigation.

Semester 1

All programme students take the courses in the first semester, which centres on the basics of communication theory. The semester includes two courses *Introduction to Media and Communication Studies*, 15 ECTS cr and *Text, Communication and Organisation*, 15 ECTS cr. The first course introduces traditional problem areas in the field, along with basic theoretical and methodological perspectives on the role of media in society. The second course covers components dealing with basic perspectives on media texts and methods for analysing content, as well as the basics of communication within and between organisations. As a whole the term provides a broad perspective on the social, economical, political, legal and cultural aspects of media conditions and roles.

Specialisation: Digital Media and Analysis

Semester 2

The semester starts with a course on the role of the communicator, and ethical and legal issues in relation to the rapidly changing media landscape. The study of digital media and their relationship to technology, culture and society technology is introduced and developed. One course treats the mutual relations between digital and social media, and society and social change. The next course highlight the growth of new media publics in the digital age and introduces theoretical perspectives on the development of the public sphere. The semester concludes with a course on how analytical perspectives and tools can be integrated in the strategic communication planning of an organisation.

Semester 3

The first course of the semester introduces design processes in digital environments and analytical methods for evaluating and developing services in these contexts. The technical conditions of digital media are also treated, as well as the functionality and construction of the most popular platforms. The second course provides the opportunity for students to carry out quantitative or qualitative investigations and combine several methods to get a deeper and broader insight into various phenomena. The focus is on measuring instruments and software designed map and analyse social interaction in digital environments. Students reflect on the practical work in terms of methodological issues of data collection and data analysis, the philosophy of science and historical perspectives.

Semester 4

The fourth semester of the programme commences with a course in which training in methods is followed by a focus on the visualisation of analytical results for the purposes of communication, taking into account aesthetic and cognitive issues. This is followed by an academic essay in the area of media analysis in which acquired practical skills are integrated with theoretical reflections. The semester concludes with

a course focusing on power and ethics in digital markets. Students are introduced to different business models based on data collection and evaluation in digital and social media. Through discussion of overarching issues such as surveillance and privacy, a reflective attitude is developed on the political and ethical consequences of methods.

Semester 5

Optional studies (30 ECTS cr)

This term offers good opportunities to study abroad. There is a well-developed cooperation with different universities around the world and a broad choice of courses. There are also many courses at Karlstad University and at other universities and university colleges in Sweden to choose from. Students can also choose a practical placement course, in which theoretical and methodological skills are complemented with work experience in the field.

Semester 6

The course starts with further communication theory, with special emphasis on media analysis, followed by research methodology and the philosophy of science. It is concluded with an independent thesis (15 ECTS cr), allowing students to develop their skills in conducting an empirically based project or an empirical study and present the results in the form of an academic report or thesis respectively.

Specialisation: Visual Communication and Design

Semester 2

The course starts with a module on the professional role of the communicator and the digital analyst, and the ethical and legal issues in relation to the rapidly changing media landscape. The course further treats basic theories on planning, analysing, and decoding, as well as performing visual communication in different contexts, such as graphic form and printed production. Digital video production is included with theoretical components alternating with practical exercises.

Semester 3

Basic theories of the planning, analysis and decoding of visual communication in different contexts, for instance, the web, multimedia and print are treated. The course is concluded with a student web production based on the knowledge and skills they have acquired in the planning, design and realisation of dynamic websites.

Semester 4

The course deals with marketing issues (target groups, strategies, aspects of brands) as well as media theoretical/critical perspectives on brands and the creation of marketing campaigns and productions. Students advance their knowledge of digital production with a focus on information design, narration and creative ideas. The course also deals with different methods based on all the steps in the research process, which means that students learn about the stages and methodological problems of the research process in connection with media and communication investigations. The course is concluded with an independent scholarly work in a chosen problem area.

Semester 5

Optional studies (30 ECTS cr)

This term offers good opportunities to study abroad. There is a well-developed cooperation with different universities around the world and a broad choice of courses. There are also many courses at Karlstad University and at other universities and university colleges in Sweden to choose from. Students can also choose a practical placement course, in which theoretical and methodological skills are complemented with work experience in the field.

Semester 6

The course starts with further communication theory, followed by research methodology and the philosophy of science. It is concluded with an independent thesis (15 ECTS cr), allowing students to develop their skills in conducting an empirically based project or an empirical study and present the results in the form of an academic report or thesis respectively.

Degree Title

Degree of Bachelor of Arts

Major: Media and Communication Studies

Credit Transfer

According to the Higher Education Ordinance Ch. 6 Sec. 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.

Previous programme versions:

2008-11-13, Reg. no. FAK1 2011/96, effective from autumn 2008.

2010-03-17, effective from autumn 2010.

2011-02-24, Reg. no. FAK1 2011/111, effective from autumn 2011.

2014-02-13, Reg.no. HS 2014/112, effective from autumn 2014.

2016-03-09, Reg.no. HS 2016/221, effective from autumn 2016.

2018-02-01, Reg.no. HS 2018/163, effective from autumn 2018.