



LUNDS
UNIVERSITET

Institutionen för kommunikation och medier

Msc in Media and Communication

Thesis MKVN13 (30 credits)

Course leader: Professor Annette Hill (Annette.hill@kom.lu.se)

Thesis Submission

Deadline for the thesis is 16th May 2016. This deadline is non-negotiable.

If you are unable to submit for medical reasons, or other exceptional circumstances, please contact the course leader in advance of the deadline. Other submission slots for exceptional cases, or re-submissions, include August 15th 2016, and January 2017. Note, supervision is provided during Spring 2016 for this course, unless there are exceptional circumstances agreed with the course leader.

Every student submitting their postgraduate thesis must provide two soft bound hard copies, submitted to Linda Troein by 2pm, and one digital copy (PDF) submitted through the Lund University web portal LUP (see LUP student manual on the MKV Masters thesis website). This is the first submission on LUP restricted to a readership of students and staff in MKV. Contact for Linda Troein: 046-222 88 33 E-mail linda.troein@kom.lu.se

Students may post their theses for arrival in good time for the deadline of 2pm on 16th May, or ask a friend to submit the hard copies in person. **Postal Address** Linda Troein, MKV, Box 201 221 00 Lund

Each student is required to take their own copy to the examination seminars held during 30th May to 3rd June 2016. Please see separate guidance notes on the examination seminars.

Presentation

The thesis must be professionally presented, following the guidelines for format and style provided by the department.

What to include:

- Use A4 paper (210 x 297 mm), plain white.
- Use one-and-a-half line spacing, except for indented quotations or endnotes where single spacing may be used.

- Margins ought to be at least 2.5cm on all sides. Please leave spacing between paragraphs.
- Use the standard font of Times New Roman size 12.
- Use headings and sub headings in bold to organize your writing.
- Use pagination in one continuous sequence, from title page to the last page, using numbers from 1 onwards.
- Title page, this needs to state the full title of the thesis, the registered name of the student and student number, Lund University, the degree for which the thesis is submitted – Msc in Media and Communication - and the title and name of your supervisor.
- Submit an abstract, 300-500 words, containing a summary of the topic and outcomes of the research.
- The abstract is followed by acknowledgements.
- The table of contents includes a list of all chapters, appendices, tables, photographs and other materials.
- Length the dissertation is maximum 20,000 words, approximately 60 pages. This excludes references, endnotes and appendices.
- Appendices may be used for additional information regarding methods, or factual information relevant to your project. Note, the main body of the thesis needs to contain all core material, information, and analysis.

Referencing

The department uses the Harvard referencing system for Masters theses, this is the author date system in text, and a full list of references in alphabetical order at the end of the thesis.

Use endnotes, listed after the references at the end of the thesis. Endnotes are separate to the word count.

Plagiarism regulations at Lund University are strictly applied to all dissertations.

Structure

Every dissertation is structured according to the most appropriate outline for your topic, theories and methods. Please follow the advice of your supervisor. However, a general outline can include the following:

Title page, abstract, acknowledgements, table of contents.

Introduction (1-2000 words), here you outline the significance of the topic, your aims and research questions, and the structure of the thesis.

Literature review (5-6000 words), here you synthesis and analyse the existing literature on your topic, situate your thesis within the literature, and provide an intellectual position for your work.

Methodology and methods (2-3000 words), here you explain the methods, reflect on the research process and ethical issues, and critically reflect on methodology.

Analysis (5-6000 words), here you critically analyse your data in relation to core concepts as applied to your work.

Conclusion (2-3000 words), here you analyse your key findings, returning to the aims and research questions and critically reflecting on the contribution to knowledge.

References, Endnotes, Appendices.