

MKVA11 Media and Communication Studies: Level 1

1-30 higher education credits (ECTS)

First cycle

The course was adopted by the Board of the Faculty of Social Sciences 1 March 2007. Changes adopted 31st of May 2010. The syllabus was approved by the Board of the Department of Communication and Media 2010. Valid from the autumn term of 2010.

A General Information

The course is offered as a single subject course in the main field of Media and Communication Studies. It is the first-term compulsory course for the degree of Bachelor in Media and Communication Studies. The language of instruction is Swedish, but other Scandinavian languages and English can occur.

The course aims to provide general and current knowledge and understanding regarding research, theories, concepts and methods of analysis pertinent to the field of Media and Communication Studies. Furthermore, the student shall develop the critical awareness and analytical capacity necessary to understand the interplay between media and communications and society, organisations and individuals, as well as develop knowledge concerning the analysis of simpler issues regarding media and communications.

C. Learning Outcomes

On completion of the course the student shall

- demonstrate a critical awareness and analytical ability concerning the relationship between media and communications and individuals, organisations and society
- have a fundamental comprehension of the role of the media in social development
- have acquired a basic knowledge of the production requirements, supply and use of the media
- be able to describe as well as plan and control the process of communication at different levels
- have acquired knowledge of various ways to analyse media content
- have acquired knowledge of various perspectives appropriate for studies of the audience and the consumer
- have developed a basic comprehension of the philosophy of science
- have acquired an understanding for the significance different scientific methods have in the production of knowledge within the field of Media and Communication Studies
- be able to conduct basic information searches as well as furnish basic source attribution
- demonstrate insight into ethical and gender-related issues within the areas of the media and of communication studies

D. Course Content

Sub-course 1: The social conditions of communication (7.5 higher education credits)

This sub-course aims to describe and formulate the difficulties regarding media and the communication process within a social context. The course features discussions on how the study of media and communications facilitates an understanding of the development of society. Furthermore, the field of media and communications is considered in terms of ideology, structure, institutions, conditions, ethics and social climate.

Sub-course 2: The supply of the media (7.5 higher education credits)

The sub-course aims to provide a fundamental understanding of the media's contents (texts and images) and import. Course discussions feature the decision-making process behind media contents, emphasizing principles governing the determination of newsworthy features and gate-keeping processes in the news media. Media contents and the role of the media in society are also considered from the perspective of gender.

Sub-course 3: The everyday use of the media (7.5 higher education credits)

During this course emphasis is placed on the consumer. Media consumption, the concept of the audience and audience analyses from the perspective of different research traditions are discussed. Other concepts also discussed are the theory of cultivation, uses and gratification and reception analysis. The course also considers the question of the media consumer: who uses which media, why and in what manner. Different types of information provided by different types of scientific methods are also analysed. In connection with the various kinds of audience perspective, questions regarding the philosophy of science are also taken into consideration.

Sub-course 4: Communication and interaction (7.5 higher education credits)

This sub-course deals with communication processes at the organisational, group and interpersonal levels, focussing on socio-psychological theories and theories such as social interaction theory. Both the control and planning of the communication process at different levels are discussed, as well as the complexity and socio-psychological nature of communication.

E. Teaching and Assessment

Teaching consists of compulsory sections including lectures, small-group seminars and exercises. Examination of the course takes the form of written tests and assessment of group or individual assignments. Re-examination of the course will be available once per academic term. A second re-examination is offered once per academic year.

F. Grades

Students are awarded one of the following grades: Fail, Pass or Pass with Distinction. To be awarded a Pass for the course in its entirety, the student shall have successfully completed all examination requirements and fulfilled the learning outcomes of the course. For the grade of Pass with Distinction, the student shall have met the requirements specified in the learning outcomes, as well as demonstrated excellence in his/her theoretical awareness and analytical ability. To be awarded a grade of Pass with Distinction for the course in its entirety, the student shall have achieved the grade of Pass with Distinction for three of the sub-courses. The sub-courses are taught in the order listed above.

G. Admission Requirements

To be admitted to course applicants are required to have basic eligibility for studies at universities and university colleges in Sweden as well as Swedish 3 or Swedish stage 3, or the B course from upper secondary school.

H. Literature

For reading lists and other relevant educational materials see appendix.

I. Further Information

The course replaces MKV 411 in accordance with the Higher Education Ordinance 1993:100.

Reading List for MKVA11, Media and Communication Studies: Level 1, 30 higher education credits.

Sub-course 1: The social conditions of communication (7.5 higher education credits)

Carey, James W. (1992). *Communication as Culture. Essays on Media and Society*. New York: Routledge. 241 pp.

Hadenius Stig & Weibull, Lennart (2005). *Massmedier: en bok om press radio och tv*. 8th ed. Stockholm: Bonniers. (chosen sections circa 300 pp.) 505 pp.

Nord, Lars & Strömbäck, Jesper (ed.) (2004). *Medierna och demokratin*. Lund: Studentlitteratur. (chosen sections circa 250 pp.) 439 pp.

Thompson, John B. (2001). *Medierna och moderniteten*. Göteborg: Daidalos. (chosen sections circa 250 pp.) 344 pp.

(Total: 1041 pp.)

Reference literature:

Journalistförbundet *Spelregler för press, radio och tv*. (Available via the Journalistförbundets Web site.)

Sub-course 2: The supply of the media (7.5 higher education credits)

Allan, Stuart (2004) *News Culture*. 2nd ed. Maidenhead: Open University Press. 258 pp.

Bourdieu, Pierre (1998) *Om televisionen*. Symposium: Stockholm/Stehag. 128 pp.

Gripsrud, Jostein (2002). *Mediekultur, mediasambälle*. 2nd ed. Göteborg: Daidalos. (chosen sections circa 200 pp.) 412 pp.

Jarlbro, Gunilla (2006). *Medier, genus och makt*. Lund: Studentlitteratur. 168 pp.

Lindgren, Simon (2005) *Populärkultur*. Malmö: Liber. 236 pp.

(Total: 990 pp.)

Sub-course 3: The everyday use of the media (7.5 higher education credits)

Bakardjieva, Maria. (2005) *Internet Society: The Internet in Everyday Life*, London: Sage. 220 pp.

Ehn, Billy & Löfgren, Orvar (2001) *Kulturanalyser*. 2nd ed. Malmö: Gleerups 180 pp.

Gripsrud, Jostein (2002). *Mediekultur, mediasamhälle*. 2nd ed. Göteborg: Daidalos. (chosen sections circa 100 pp.) 412 pp.

Hadenius Stig & Weibull, Lennart (2005) *Massmedier: en bok om press radio och tv*. 8th ed. Stockholm: Bonniers. (chosen sections circa 80 pp.) 505 pp.

Hartman, Jan (2004) *Vetenskapligt tänkande: från kunskapsteori till metodteori*. 2nd ed. Lund: Studentlitteratur. (chosen sections circa 250 pp.) 307 pp.

McQuail, Denis (1997) *Audience Analysis*. London: Sage. 180 pp.

Thompson, John B. (2001). *Medierna och moderniteten*. Göteborg: Daidalos. (chosen sections circa 80 pp.) 344 pp.

(Total: 1090 pp.)

Reference literature:

Carlsson, Ulla (ed.) (2007) *Mediebarometern 2006*. Göteborg: Nordicom Sverige. 119 pp.

Sub-course 4: Communication and interaction (7.5 higher education credits)

Abrahamsson, Bengt & Andersen, Jon Aarum (2005). *Organisation. Att beskriva och förstå organisationer*. 4th ed. Malmö: Liber Ekonomi. 309 pp.

Asplund, Johan (1987) *Om hälsningsceremonier, mikromakt och asocial pratsambet*. Göteborg: Korpen. 80 pp.

Beebe, Steven A. & Masterson, John (2005). *Communicating in small groups: principles and practices*. 4th ed. Boston: Allyn and Bacon. (chosen sections circa 300 pp.) 378 pp.

Goffman, Erving (2004). *Jaget och maskerna: en studie i vardagslivets dramatik*. 4th ed. Stockholm: Nordstedts förlag. 238 pp.

Palm, Lars (2006) *Kommunikationsplanering. En handbok på vetenskaplig grund*. Lund: Studentlitteratur. 185 pp.

(Total: 1112 pp.)