



**LUND UNIVERSITY**  
Faculty of Social Sciences

Department of Communication and Media

**A. Programme syllabus for the Master of Science (120 credits) in Media and Communication Studies**

**120 credits**

**Second cycle**

**Programme code: SAMKV**

The programme syllabus was approved by the Board of the Faculty of Social Sciences 27 September 2012. A revised syllabus was approved by the Dean on November 18, 2013 in accordance with the delegation of authorities, reg.no S 2013/122. Another revised version of the syllabus was approved by the Dean on October 7, 2014 in accordance with the delegation of authorities, Dnr STYR 2014/192. A third revised version of the syllabus was approved by the Dean on June 23, 2015 according to a decision by the Board of the Faculty of Social Science on June 11, 2015. A fourth revision of the syllabus was approved by the Pro dean on April 10<sup>th</sup>, 2018.

The syllabus is valid from the autumn semester 2018.

**B. Programme description**

The aim of the Master's programme in Media and Communication Studies is to provide students with a firmly research-based Master's degree in Media and Communication Studies. It consists of a complete second-cycle programme of study.

The emphasis of the programme is on training independent analytical abilities and communication skills. The students are provided with the opportunity to obtain skills and abilities required in a changing working life and to prepare themselves for professional activities in public and private sectors, in Sweden or abroad.

The programme combines breadth and depth. It provides specialisation in scholarly approaches that lay the foundation for further research studies while also being of value for investigative and administrative duties and for work as a communication officer in the media, in organisations or other operations.

### **C. Learning outcomes**

In accordance with the Higher Education Ordinance (SFS 2006:1053), for a degree of Master of Science (120 credits) in Media and Communication Studies the student shall

#### *Knowledge and understanding*

- demonstrate knowledge and understanding in the field of Media and Communication Studies, including both broad knowledge of the field and a considerable degree of specialised knowledge in certain areas of the field as well as insight into current research and development work, and
- demonstrate specialised methodological knowledge in Media and Communication Studies.

#### *Competence and skills*

- demonstrate the ability to critically and systematically integrate knowledge and analyse, assess and deal with complex phenomena, issues and situations even with limited information
- demonstrate the ability to identify and formulate issues critically, autonomously and creatively as well as to plan and, using appropriate methods, undertake advanced tasks within predetermined time frames and so contribute to the formation of knowledge as well as the ability to evaluate this work
- demonstrate the ability in speech and writing both nationally and internationally to report clearly and discuss his or her conclusions and the knowledge and arguments on which they are based in dialogue with different audiences, and
- demonstrate the skills required for participation in research and development work or autonomous employment in some other qualified capacity.

#### *Judgement and approach*

- demonstrate the ability to make assessments in Media and Communication Studies informed by relevant disciplinary, social and ethical issues and also to demonstrate awareness of ethical aspects of research and development work
- demonstrate insight into the possibilities and limitations of research, its role in society and the responsibility of the individual for how it is used, and
- demonstrate the ability to identify the personal need for further knowledge and take responsibility for his or her ongoing learning.

In addition to the outcomes stated in the Higher Education Ordinance, on completion of the programme the student shall:

- demonstrate knowledge of scholarly communication and be able to monitor the development of knowledge in the field and master scholarly referencing.

### **D. Course details**

A degree of Master of Science (120 credits) in Media and Communication Studies must consist of 30 second-cycle credits in the main field of study, 30 second-cycle credits in the theory of science and methodology (of which at

least 7.5 credits in the theory of science and at least 15 in methodology) and a degree project in the main field of study worth 30 credits. A total of 30 credits may be used for study in other subjects, within or outside the Faculty, or abroad. Please see the table below.

Semester	Course
I	Specialisation courses, 30 credits (15+15 or 2x7,5+15 credits)
II	Media and Communication Methodology, 15 credits Digital Media Research, 7,5 credits Theory of science/Methodology, 7,5 credits
III	Optional courses/study abroad, 30 credits (or 2x15 credits)
IV	Master's thesis, 30 credits

### **E. Degree**

On completion of the courses specified in section D (or the equivalent at other higher education institutions), students are awarded a degree of Master of Science (120 credits) in Media and Communication Studies.

It is also possible to acquire a degree of Master of Science (60 credits) after completion of the following required courses:

1. Specialisation course, 15 credits
2. Optional course, 15 credits
3. Media and Communication Methodology, 15 credits
4. Master's thesis, 15 credits

### **F. Admission requirements and selection criteria**

For admission to the programme, students must have a Bachelor's degree (180 credits) including 90 credits in Media and Communication Studies or the equivalent.

A good command of English language both spoken and written, equivalent to English B/6 (advanced) proficiency in the Swedish secondary system, is required. Equivalence assessments will be made according to national guidelines.

International students are exempted from the basic university requirement of commanding the Swedish language.

The applicants estimated capacity to complete the programme is the primary criterion for selection. Students who fulfill the special eligibility requirements are selected on the basis of their previous study results (grades on courses and Bachelor's degree essay), proficiency in English and letter of intent.

**G. Further information**

Information on teaching and assessment is provided in the course syllabi for the courses included in the programme. On application, students may have credits transferred from completed courses that correspond to courses on the programme.

The language of instruction is English.