



LUNDS
UNIVERSITET

Department of Communication and Media

MKVN11 Media and Communication Studies
Advanced Internship, 30 credits
Second cycle

Course description

This internship course is an elective course within the Master's programme in Media and Communication Studies. In order to apply, you must therefore be enrolled in the programme, and have completed at least 45 of the programme's 120 credits. The course offers an opportunity to convert your theoretical knowledge into practical professional tasks.

The internship is a way of broadening your knowledge and skills, and getting an increased understanding of the complex relationship between theory and practice. It provides you with an insight into working life in the media and communication sector. In addition, you get a chance to prepare for your future profession and try out practical work duties related to media and communication studies. Furthermore, you'll have a dedicated supervisor at the workplace who is responsible for introducing you to the job, giving you instructions and directions, as well as feedback on your work. At the end of the course, time is set aside for you to analyse your experiences in light of your previous studies at the Master's level. The course is examined through a compulsory seminar at the end of the semester.

Application and admission

To be admitted to the course, in addition to applying in the usual manner, you must submit an internship plan to the Department of Communication and Media. The internship plan must be approved before you start your internship. Your internship plan contains details of the workplace where you intend to do your internship, including a brief description of the work duties you will be assigned during your internship. There is an internship template available on the course website.

Course website

<http://www.kom.lu.se/en/education/media-och-kommunikationsvetenskap/masterprogram-i-samhallsvetenskap-inriktning-mkv/advanced-internship/>

To secure a place on the course, you must have completed your application at the latest by the start of the semester, by sending a study tran-

script from Ladok to the Department of Communication and Media, showing that you meet the admission requirements. To be admitted to the course you must have completed at least 45 credits of the Master's programme in Media and Communication Studies, 120 credits, by the start of the semester.

The work placement

In order to be registered to the course, you must have a work placement. You must arrange this placement yourself. You can find tips on how to find a place on the internship course web pages. Lund University's international office has gathered a number of links for finding work placements.

International office website

<http://www.lu.se/studera/studera-utomlands/praktisera-utomlands/ansok-om-erasmus-praktikstipendium>

You intern in not-for-profit organisations (NGOs), research environments, as well as in public organisations or private businesses in Sweden or abroad. Your placement must be approved by the course director at the Department of Communication and Media before you begin. For the work placement to be approved, your duties as an intern must be deemed relevant in relation to the study programme's field of knowledge. It is not permitted to be intern in your own company.

The internship has to be unpaid, but the course entitles you to student financing in the same way as any other university course. If you are unsure whether your intended internship host organisation qualifies with regard to your study programme, you are welcome to contact the course director to discuss your choice of internship.

Applying? Tips and advice

The course in qualified internship aims to give you an opportunity to practise working in the kind of organisation you might want to be working for after a few years as a professional. Consider what might be relevant to your thesis project, what interests you wish to develop during your internship, and what kinds of work duties you

would like to try; and then apply for a placement accordingly. Also think about the location and country where you would like to be an intern.

Before you start applying for an internship, it is a good idea to think through what you want to get out of your internship. In contacts with the workplace where you would like to intern, it is important to highlight what the workplace has to gain from you as an intern. You will be a resource for both administrative and strategic tasks and projects. Taking on interns can entail:

- a better basis for future recruitment and increased competitiveness in the long term
- opportunities to benefit from significant work input at no additional cost
- the contribution of new knowledge in the field of media and communication studies
- goodwill for the organisation/company, which is important considering that the students of today are the decision-makers of tomorrow.

Workplaces look for or value different things in their potential interns. There are, however, some recurring competencies our students tend to have:

- work well independently
- good language skills; reading, writing, speaking, aware of differences in style and tone
- extensive social skills
- wide-ranging computer skills
- analytical and critical thinking abilities
- extensive interest in host organisation's field

Once you have compiled a list of potential work placements and considered what you can contribute as an intern, you should make a first contact with the organisation by telephone or email. After that initial inquiry, it is very likely that the prospective host organisation will want you to send a written application for an internship attaching your CV (Curriculum Vitae). You should put a great deal of effort into drafting these documents as they are your best chance of showing what an asset you could be as an intern. Remember to attach the relevant course syllabus to your application, along with the "Letter to the workplace"

which you can download via the internship course website.

In the personal application to the potential host organisation, it is important that you manage to create interest in yourself as a person while demonstrating an ability to express yourself in writing. Your personal application should be well phrased, structured and relatively brief. Remember to use positive words and concepts, correct grammar and spelling, and proofread your text.

You and your supervisor are jointly responsible for ensuring that your work duties are relevant and that the learning outcomes in the course syllabus are attained. In addition to this, your supervisor for the internship is responsible for your introduction into the workplace. He or she is to be available to support you in your work and help you to solve various kinds of problems which may arise during your internship. Your supervisor is also to provide you with directions and instructions for various work duties so that you can then work on them independently. The supervisor is then to follow up on the results of your work. The supervision is to stimulate you to find possible answers yourself, but also to provide you with the opportunity to ask for advice if problems arise. It is important that you and your supervisor regularly discuss the results of your work and that you get the chance to follow up on "your" tasks by participating in everyday work in various ways. Besides ongoing everyday contact, the supervision should also feature a number of pre-arranged supervisory meetings during the internship period. These meetings are to function in the same way as the planning/progress appraisals which are often used in working life and to provide you and your supervisor with an opportunity to discuss your internship, the work placement and the work you are doing.

Assessment

The course is examined through an assessment of the following:

- an independently written descriptive Internship report
- an independently written Analytical internship essay
- the oral seminar presentation
- the Student evaluation

- The Internship supervisor evaluation (certifies that the student has been present in the workplace for at least 15 weeks).

The Internship Report

This document is like a popular science text in which you describe and reflect upon the value of the internship. There is no requirement to use references (although you are naturally allowed to refer to sources if you wish) in this assignment. The internship report is to consist of 2 000-2 500 words, in Times New Roman, 12 points, with 1,5 in line spacing, and 2,5 cm margins. The following aspects are to be included:

- Basic information on the internship host organisation, i.e. the name, address, etc. of the workplace.
- A general description of the workplace as an organisation, its field of work, nature and orientation. Answer questions such as: Does the organisation have a significant history? What characterises the organisational culture? What is the scope of the organisation? Within what sector does it operate? What is its profile? What sort of working hours, premises, work allocation and other practical characteristics does it have?
- An account of your work duties. Besides your immediate tasks, describe any projects you were responsible for or took part in, working methods you used, whom you were in contact with and whether you travelled, or took part in any training.
- Reflections on the value of the internship as part of your study programme: What did you get out of your internship? What new knowledge did you acquire? What advantages and disadvantages did you experience in your internship?
- Reflections on the relationship between theory and practice: What role did your studies play in your internship? Did you benefit from your theoretical knowledge? Did theory shed any light on practice? Did practice shed any light on theory?
- Any other notes or thoughts?
- Would you recommend an internship to other students? What advice would you give them?

The internship report assessment focusses on your ability to describe, reflect and write. On the basis of the internship report, the reader should get an idea of your work placement and your duties. The report is also to show that you are capable of reflecting on your experiences and not least that you can write this kind of descriptive text.

The Internship Essay

Five weeks (25 %) of the course are dedicated to writing an analytical internship essay. The analytical work corresponds to significantly more study time, as the analysis is to be based on 15 weeks of field work, i.e. the internship itself. On the basis of the internship experience, you are not only to discuss the links between theory and practice (which you do in the Internship Report) but also demonstrate them. In this assignment, you must show that you can formulate a relevant question or identify an issue on the basis of your experiences, and that you can apply advanced media and communication studies theory in addressing this issue. The fact that this is an essay (or an essay-like text) means that it is a freer form of scholarly writing, which should be both easy to comprehend, and analytical. It doesn't have to be as formal as an academic paper. You do not need to formulate the issue as an aim and research questions, for example. Nor do you need to discuss theory and method in separate sections with these headings. However, as in all genres of academic writing, you must refer to your sources. Use the Harvard or Oxford referencing system, as long as you choose one and stick to it.

Hence, there is a considerable amount of freedom with regard to what is to be analysed. However, there are two important requirements. First, in order to ensure the level of study, your text must be solidly based in your previous studies on the Master's programme in Media and Communication Studies. Second, the issue being discussed must be linked to your work placement, i.e. it must be formulated in such a way that it can be answered using your internship experiences, and theoretical perspectives. In other words, from the point of view of the essay, your internship is to be considered fieldwork. There are many possibilities, for instance, if you are an intern at a not-for-profit or political organisation, you could look

at how opinion-making work is organised. In private or public organisations, your essay could deal with their efforts concerning organisational culture, such as how creativity – a property that is both difficult to define and in high demand – is expressed in the organisation’s work. It could deal with formal and informal power structures; or the organisation’s views on communication. One tip is to exploit your outsider’s perspective – that as a new arrival in the organisation you have a more lucid view of the structures and conventions it has developed. The boundaries of the subject choice are more about perspective than field. Nothing prevents you, for example, from analysing some aspect of the organisation’s marketing – as long as you apply a media and communication studies perspective. However, studying marketing with a business administration perspective or based in marketing theory is not acceptable.

The internship essay should be structured in two or possibly three parts: introduction, analysis and possibly a conclusion. The introduction should present the analysis in a way that elicits the reader’s interest. Here, the issue addressed is introduced: *what* has been analysed, *why* it is interesting to analyse and *how* it has been analysed. In the analysis that follows, the main body of the essay, i.e. the argumentation, is to be interwoven with theory and practical experience.

The internship essay should be 5 500-6 500 words, using Times New Roman, 12 point with 1.5 line spacing and 2,5 cm margins. Around 2 000 pages of literature should be included in your references list. Previous course reading can be included in the selection, but theoretical reasoning based on previous required reading must be original. Hence, you cannot use texts already examined in other course. As in other assessment contexts, basic descriptions of theoretical perspectives or summaries of books should be avoided. It is more important to apply the literature - “put it to work”. The internship essay is assessed in relation to the learning outcomes stated in the course syllabus. In practice, this means that analytical ability and an independent approach are particularly important. In addition, the ability to formulate a relevant question or issue; and how it is written, are also assessed. The internship report and the internship essay are handed in no later than the day before the final seminar.

In addition to the written assignments, the course is examined through active participation in the final seminar. Every participant will make a brief presentation (5–10 min) of their work placement, their internship experience, and its connection to Media and Communication Studies. On the basis of the presentations, a general discussion is then held on the links between theory and practice within media and communication studies.

The grading scale comprises the grades A–E, and Fail. The grade is mostly based on the submitted Internship Essay, but the Internship Report is also considered. The seminar presentation, supervisor’s evaluation and student’s evaluation are graded Pass or Fail. Exact details of the time and place of the examination seminar are communicated via the course website and email.

Practical issues

Finance

The internship is unpaid, which means that you must provide for your own maintenance. During the internship, you are entitled to student finance in the same way as when studying any other university course.

You are entitled to apply for supplementary student finance (additional loan) from CSN to cover the costs of travel to and from your work placement and for any insurance costs. In some cases, loans are also granted to cover costs associated with double residence. As the possibilities of obtaining loans can vary according to the age and family situation of students, you must find out what applies in your own case. Contact CSN in Lund or on www.csn.se

Scholarships

There are various scholarships you can apply for in connection with internships abroad. For example, you can apply for a special Erasmus grant for internships abroad in companies and organisations in other European countries. More information on Erasmus grants can be found on <http://www.lu.se/studera/studera-utomlands/praktik-utomlands-genom-erasmus>

Address your questions to the following email address: erasmuspraktik@er.lu.se

Timeframe

The internship course corresponds to 20 weeks, of which 15 are the internship itself. The internship is usually conducted during the semester, i.e. during the autumn semester when the course is offered, but in principle there is nothing to prevent you from doing part of your internship outside the semester (for example you could start it during the summer before the semester begins). However, you must have obtained the go-ahead from the course director before you make such a “schedule change”. Also remember that you must take part in the examination seminar in order to obtain a pass grade on the course.

Working hours

Your working hours are the same as for other staff in your internship workplace. If you do overtime, it should be compensated with leave. You are entitled to five free working days during the internship period. Arrange how and when you will take this free time with your supervisor.

If you get ill, you must immediately notify your host organisation/supervisor. You are entitled to leave from the internship to take care of a sick child in compliance with Försäkringskassan’s rules. In order not to miss out on the benefits to which you are entitled as a student according to a special social insurance regimen (see the Försäkringskassan website: www.fk.se), you should also notify Försäkringskassan in the event of illness. If your absence due to illness amounts to more than ten working days/semester, you are to notify the course director at the Department of Communication and Media.

Travel

You are responsible for your travel costs between Lund and the location of your internship. You can apply to CSN for extra student finance for travel costs and insurance.

Internships abroad

Regardless of your nationality, in some cases you may need a visa to travel to another country.

Please note that sometimes the visa only applies for a limited period of time or for certain categories of travellers, such as tourists or business people. The visa may also depend on the type of ticket and the funds you have, as well as the type of passport. Provisions can also change suddenly or at short notice without the Swedish authorities being notified immediately. You should therefore always check with the embassy/consulate of the relevant country, or your travel agency, before travelling abroad. For non EU/EEA citizens, please be aware that there are specific rules for you if you leave Sweden. Residence permit regulations for internships vary based on your country of citizen-

<https://www.migrationsverket.se/English/Private-individuals/Working-in-Sweden/Employed/Special-rules-for-certain-occupations-and-citizens-of-certain-countries/Trainees.html>

ship, and the internship programme. Visit the Swedish Migration Agency’s website for more information

Accommodation arrangements for interns vary. In some cases the host organisation on location helps you to find accommodation, while in other cases you have to make your own arrangements. Good advice for interns travelling internationally is to contact a local university, as they can sometimes offer affordable student accommodation or refer you to useful sources.

Insurance

Personal injury insurance for students also applies if the higher education institution has arranged work placements without employment. If you are injured during your internship, you must also notify Försäkringskassan as this is considered an occupational injury.

For international internships there is a specific student insurance “Student Ut”. You can read all about it in a document on the internship course web pages.