



## Course syllabus

Faculty of Arts and Humanities  
Department of Media and Journalism

1MK144 Kommunikation, makt och påverkan, 30 högskolepoäng  
Communication, Power and Influence, 30 credits

### **Main field of study**

Media and Communication

### **Subject Group**

Media and Communication Studies

### **Level of classification**

First Level

### **Progression**

GIN

### **Date of Ratification**

Approved 2016-03-07

Revised 2016-11-03 by Faculty of Arts and Humanities. Provmomenten justerade.  
The course syllabus is valid from autumn semester 2016

### **Prerequisites**

General entry requirements and Civics A, English B or Civics 1b / 1a1 +1a2 (Field-specific entry requirements 6/A6).

## Objectives

### **Intended learning outcomes for the course as a whole**

After completing the course, the students should be able to:

- account for basic theories and central concepts in media and communication studies, including examples of methods applicable to studies of public communication,
- retrieve, evaluate and critically interpret statistics and other information,
- in speech and writing present and discuss their own and others' ideas and thoughts on public communication and social sustainability, and
- describe and evaluate the role and responsibility of communications officers for a socially sustainable society.

### **Module 1, Communication, power and influence, 12 credits**

After completing the module, the students should be able to:

- describe and explain central concepts in media and communication studies,
- account for and discuss basic theories of communication at different levels; intrapersonal, interpersonal, group and society,
- apply theories in their own study of communication and influence in everyday life, using ethnographic methods,

- give and review oral presentations in relation to modern rhetoric theory, and
- describe and critically discuss the role of communications officers.

### **Module 2, Society, media and democracy, 12 credits**

After completing the module, the students should be able to:

- describe and explain concepts related to sociology and political science central for public communication,
- account for important trends in the development of the media, nationally and globally, in relation to digital gaps, knowledge gaps, citizenship and democracy, on the basis of social sustainability,
- account for basic information rights,
- account for and discuss the conditions for political communication,
- plan, hold and evaluate a press conference, and
- write summaries of and critically review texts for specific target groups and situations.

**Module 3, Analysis of data: Information and communication gaps, 6 credits** After completing the module, the students should be able to:

- account for basic theories and quantitative methods,
- investigate, analyse and discuss societal information and communication gaps using public statistics and other relevant data,
- present their own work with a scientific report in a seminar, and
- critically review others' work.

## **Content**

The course is based on basic theories and central concepts in media and communication studies, focusing on interpersonal communication and public communication from the perspectives of power and influence. The conditions and forms for political communication and the formation of public opinion are studied and analysed, as well as developments and changes in modern media and the development of new digital platforms for communication.

The course focuses especially on societal information and knowledge gaps from the perspectives of citizenship and democracy, focusing on social sustainability.

### **Module 1, Communication, power and influence, 12 credits**

The module includes an introduction to academic studies and a presentation of degree programmes and professions.

The module presents media and communication studies as an academic discipline and its central concepts, as well as basic perspectives of communication on interpersonal, group and public communication in various social and cultural contexts.

### **Module 2, Society, media and democracy, 12 credits**

This module investigates and discusses social differences and how these can be related to information and communication gaps and affect social sustainability.

An introduction to the public sector in Sweden and basic media and information rights are presented and form a basis for an analysis of the development of the media and the role of the media for a functioning democracy.

The module problematises the development of the digital landscape and its consequences for citizens using it, and for professional public communications officers.

### **Module 3, Analysis of data: Information and communication gaps, 6 credits**

Basic theories and an introduction to quantitative methods form the basis for the students' own studies of information and communication gaps through analyses of national and international statistics.

The results of the study are related to a discussion of the role and responsibility of

communications officers in an unequal society.

The work is presented in a report adhering to the guidelines for academic writing and is examined in an opposition seminar.

## Type of Instruction

Teaching is delivered in the form of lectures, exercises, seminars and supervision.

## Examination

The course is assessed with the grades A, B, C, D, E, Fx or F.

In order to receive the grade of Pass (C–E), the intended learning outcomes must be achieved. In order to receive the grade of Pass with Distinction (A–B) for the course as a whole, the student must have received this grade for at least 20 credits, including at least 10 credits in which the student has been assessed individually.

Module 1, Communication, power and influence, 12 credits:

The student's understanding of concepts and central theories is examined through a written, individual examination. The student's ability to apply concepts and theories is examined through a written report.

Module 2, Society, media and democracy, 12 credits:

The student's knowledge of perspectives of political science and sociology on public communication, and of media and information rights, is examined through a written, individual examination. The student's ability to discuss and analyse political communication is examined through a written report.

Module 3, Analysis of data: Information and communication gaps, 6 credits:

The student's knowledge of theories and methods is examined through a written, individual examination. The student's ability to investigate, analyse, discuss and present societal information and communication gaps is examined through an independent project presented in an opposition seminar.

The student's ability to present their work in speech and writing in an appropriate manner is examined continuously in connection to the different examination assignments.

## Course Evaluation

At the end of the course, a course evaluation is conducted and compiled into a report, which is made available to students and archived according to regulations at the university.

## Required Reading and Additional Study Material

### **Module 1, Communication, power and influence, 12 credits**

Goffman, Erving (the latest edition). *The presentation of self in everyday life*. London: Penguin. 251 p.

Gripsrud, Jostein (the latest edition). *Mediekultur Mediesamhälle*. Part I. Uddevalla: Daidalos. 120 p.

Johansson, Thomas & Lalander, Philip (the latest edition). *Vardagslivets socialpsykologi*. Stockholm: Liber. 175 p.

Järvå, Håkan & Dahlgren, Peter M. (the latest edition). *Påverkan och manipulation*. Lund: Studentlitteratur. 383 p.

Windahl, Sven & Signitzer, Benno H. with Olsen, Jean T. (the latest edition). *Using Communication Theory: An Introduction to Planned Communication*. Parts I–II. London: Sage. 130 p.

Additional material: Scientific articles, etc. ca 200 p.

## **Module 2, Society, media and democracy, 12 credits**

Edling, Christofer & Liljeros, Fredrik (eds) (the latest edition). *Ett delat samhälle: makt, intersektionalitet och social skiktning*. Stockholm: Liber. 184 p.

Engblom, Lars-Åke (the latest edition) *Från djungeltelegraf till internet: Masskommunikationens historia*. Lund: Studentlitteratur. 155 p.

Gripsrud, Jostein (the latest edition). *Mediekultur Mediesamhälle*. Part III. Uddevalla: Daidalos. 110 p.

Karlsson, Lars (the latest edition). *Vad är offentlig förvaltning?* Lund: Studentlitteratur. 106 p.

Nord, Lars & Strömbäck, Jesper (eds) (the latest edition). *Medierna och demokratin*. Lund: Studentlitteratur. Selected parts, ca 200 p.

Snickars, Pelle (the latest edition). *Digitalism: när allting är internet*. Stockholm: Volante. 267 p.

Windahl, Sven & Signitzer, Benno H. with Olsen, Jean T. (the latest edition). *Using Communication Theory: An Introduction to Planned Communication*. Part III. London: Sage. 140 p.

Additional material: Scientific articles, etc. ca 100 p.

## **Module 3, Analysis of data: Information and communication gaps, 6 credits**

Arvidson, P. & Rosengren, KE. (2002). *Sociologisk metodik*. Stockholm: Liber. Selected parts, ca 100 p.

Ekström, Mats & Larsson, Larsåke (eds) (the latest edition). *Metoder i kommunikationsvetenskap*. Lund: Studentlitteratur. Selected parts, ca 100 p.

Thurén, Torsten (the latest edition). *Vetenskapsteori för nybörjare*. Stockholm: Liber. 184 p.

Wilkinson, Richard & Pickett, Kate (the latest edition). *Jämlikhetsanden: därför är mer jämlika samhällen nästan alltid bättre samhällen*. Stockholm: Karneval. 360 p.

Additional material: Scientific articles, statistical material, etc. ca 200 p.