



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

G1N

Date of Ratification

Approved 2016-03-07

Revised 2018-11-30 by Faculty of Arts and Humanities. Revision of literature.

The course syllabus is valid from spring semester 2019

Prerequisites

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

Objectives

Intended learning outcomes for the course as a whole

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

- account for relevant theories and concepts in communication studies, as well as important trends in the development of media,
- apply methods for studying power and influence from the perspective of communication studies,
- plan, produce and review various types of strategic communication efforts for specific target groups and situations,
- collect, compile and critically review statistics and other data for analyses of information and communication gaps in a changing media landscape.

Module 1, Introduction to communication, 12 credits

After completing the module, the student 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,
- apply theories and ethnographic methods in a study of communication and influence in everyday life

- give and review oral presentations in relation to modern rhetoric theory.

Module 2, Society, media and democracy, 12 credits

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

- account for important trends in the development of media, nationally and internationally, in relation to central concepts,
- account for and discuss the conditions for political communication and influence,
- plan, conduct and evaluate a communication activity in media and journalism,
- write summaries of and critically review texts for specific target groups and situations.

Module 3, Communication analysis, 6 credits

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

- investigate, analyse and discuss media and communication practices of different audiences, using public statistics and other relevant data,
- write an academic report of a study,
- present their study in speech,
- critically review others' work.

Content

This course discusses basic theories and central concepts in media and communication studies, with a focus on communication from the perspectives of power and influence, at the level of individuals, organisations and society. The conditions and forms for strategic communication, influence and the formation of public opinion are studied and analysed, as well as developments and important trends in modern media and the development of new digital platforms for communication. The course focuses especially on information and knowledge gaps from the perspectives of citizenship and democracy. The course also includes applications in which the students practise their communicative skills in speech and writing.

Module 1, Introduction to communication, 12 credits

This module presents media and communication studies as an academic discipline and its central concepts, as well as basic theoretical perspectives on communication at the levels of individuals, groups, organisations and society, in various social and cultural contexts. Communication as a tool for influence in everyday life is presented, studied and analysed. The module also introduces communication as a theoretically well-founded strategic activity, focusing on organisational contexts.

Module 2, Society, media and democracy, 12 credits

This module discusses the rapidly changing media and communication landscape, as well as important trends in the development of media. Central concepts discussed in the course include ICT, e-society, digital gaps, convergence, user-generated content, citizenship and democracy. In connection to this, the module also discusses the roles of traditional and new media in and for a functioning democracy. The module also describes and analyses the conditions and forms for modern political communication and influence, in a broad sense. The students also develop their communicative skills in applications, including the planning, implementation and evaluation of a communication activity in media and journalism.

Module 3, Communication analysis, 6 credits This module includes an introduction to environmental scanning and methods in the social sciences as tools for the students' own studies of information and communication gaps, resulting in an academic report.

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, the student must achieve the course objectives.

The grade of A is the highest grade and the grade of E is the lowest grade for passing the course.

The grade of F means that the student has failed the course. Grading criteria for the A–F scale are communicated to the student in writing when the course starts, as well as what results are required in separate examinations for certain final grades for the entire course.

Module 1, Introduction to communication, 12 credits:

The student's understanding of central theories and concepts at different communication levels is examined through an individual written examination. The student's ability to apply concepts and theories is examined through a laboratory session and a written report. Applications of communication planning are examined in relevant laboratory sessions.

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

The student's understanding of the media landscape and its developments is examined through an individual written examination. The student's knowledge of and ability to analyse the conditions and forms for modern political communication are examined through report and literature seminars. Applications of communication planning and communicative skills are examined through written assignments and in relevant laboratory sessions.

Module 3, Communication analysis, 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, using public statistics and other data, is examined through an independent project presented in the form of an academic report at an opposition seminar. The student's ability to present their work in speech and writing is examined in connection to the different examination assignments.

For students who do not pass the first examinations, retake examinations are provided in accordance with local regulations at the university.

Course Evaluation

At the end of the course, a course evaluation is conducted. Results and analysis of the course evaluation are communicated to the students who have taken the course and the students who are taking the course when it is offered the next time. The evaluation is anonymous. The course evaluation is filed according to departmental regulations.

Required Reading and Additional Study Material

Module 1: Introduction to communication, 12 credits

Bengtsson, Stina. et. al. (the latest edition) *Medielandskap & mediekultur – en introduktion till medie- och kommunikationsvetenskap*. pp. 10–79. Stockholm: Liber.

Cöster, Mathias; Westelius, Alf (2016) *Digitalisering*. Stockholm: Liber. 127 p. ISBN: 9789147112227

Gillberg, Nanna (2014) *Uppmärksamhetssamhället*. Lund: Studentlitteratur. 149 p.
Heide, Mats/Johansson, Catrin./Simonsson, Charlotte (the latest edition) *Kommunikation i organisationer*. Stockholm: Liber. 281 p.

Larsson, Larsåke (the latest edition) *Tillämpad kommunikationsvetenskap*. pp. 13–

100. Lund: Studentlitteratur.

Nilsson, Björn & Waldemarsson, Anna-Karin (the latest edition) *Kommunikation – samspel mellan människor*. Lund: Studentlitteratur. 165 p.

Weibull, Lennart/Wadbring, Ingela/Ohlsson, Jonas (the latest edition) *Det svenska medielandskapet: traditionella och sociala medier i samspel och konkurrens*. pp. 13–84. Stockholm: Liber.

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

Additional study material

Strömquist, Siv (2018.) *Konsten att tala och skriva* (6th ed.). Lund: Gleerups. ISBN: 9789151100579

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

Bengtsson, Stina. et. al. (the latest edition) *Medielandskap & mediekultur – en introduktion till medie- och kommunikationsvetenskap*. pp. 80–153. Stockholm: Liber.

Delmi Rapport 2018:4 *Attityder till invandring. En analys av förändringar och medieeffekter i Sverige 2014–2016*. 121 p. <http://www.delmi.se/publikationer-seminarier>.

Larsson, Larsåke (the latest edition) *Tillämpad kommunikationsvetenskap*. pp. 103–349. Lund: Studentlitteratur.

Olsson, Tobias (ed.) (2017) *Sociala medier – vetenskapliga perspektiv*. Lund: Gleerups. 149 p. ISBN: 9789140694805

SOU 2016:30 *Människorna, medierna & marknaden. Medieutredningens forskningsantologi om en demokrati i förändring*. Selected parts, ca 200 p.

Strömbäck, Jesper (the latest edition) *Makt, medier och samhälle – en introduktion till politisk kommunikation*. Lund: Studentlitteratur. 320 p.

Weibull, Lennart/Wadbring, Ingela/Ohlsson, Jonas (the latest edition) *Det svenska medielandskapet: traditionella och sociala medier i samspel och konkurrens*. pp. 85–305. Stockholm: Liber.

World Internet Institute (the latest edition) *Svenskarna och internet*. Electronic resource. www.iis.se 123 p.

Vulovic, Jimmy (the latest edition) *Propaganda: historia, teori och analys*. Lund: Studentlitteratur, 183 p.

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

Module 3: Communication analysis, 6 credits

Bengtsson, Stina. et. al. (the latest edition) *Medielandskap & mediekultur – en introduktion till medie- och kommunikationsvetenskap*. pp. 157–228. Stockholm: Liber.

Lindell, Johan (2018) *Smaken för nyheter. Klasskillnader i det digitala medielandskapet*. Nordicom, Göteborg. 134 p.

Olsson, Tobias (the latest edition) *Medievardagen. En introduktion till kvalitativa studier*. Lund: Gleerups. 152 p.

SOU 2016:30 *Människorna, medierna & marknaden. Medieutredningens forskningsantologi om en demokrati i förändring*. Selected parts, ca 100 p.