



Course syllabus

Faculty of Arts and Humanities
Department of Media and Journalism

1MK600 Introduktion till medie- och kommunikationsvetenskap, 7,5 högskolepoäng

1MK600 Introduction to Media and Communication Studies, 7.5 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 2020-01-14

Revised 2021-03-17 by Faculty of Arts and Humanities. Revised literature.

The course syllabus is valid from autumn semester 2021

Prerequisites

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

Objectives

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

- give a basic description of the historical development of different media and forms of communication,
- give a basic account of the emergence, span, theoretical basis and current research questions of media and communication studies,
- explain how the central theories, concepts and models of the subject are applied to media communication processes at an individual, organisational and societal level,
- exhibit an ability to critically assess and argue for their importance for the student's own programme orientation, and to identify knowledge gaps within it.

Content

The course constitutes an introduction to academic studies and lays the ground for an academic understanding of, and a critical approach to media and communication through media. The students are introduced to media and communication studies through a survey of the historical and academic basis of the subject, its emergence, and its importance in a societal context. In the course, communication processes at the

individual, group and organisational levels are studied, as well as central aspects of the production, content and use of media communication. The perspectives brought up in the course are discussed and problematised, and related to the orientation and progression of the respective programmes.

Type of Instruction

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

Examination

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG).

The course is examined through oral and written presentations. In order to receive the grade of Pass, the student must achieve the objectives. Grading criteria for the grade of Pass with Distinction will be specified in writing when the course starts.

If the university has decided that a student has the right to special educational support due to a disability, the examiner may offer an adapted test or allow the student to conduct the test in an alternative form.

For students who do not pass their first examinations, retake examinations are provided in accordance with Local regulations for courses and examinations at the first and second levels at Linnaeus University.

Course Evaluation

During or shortly after the course, a course evaluation is conducted. Results and analysis of the course evaluation are promptly communicated to the students who have taken the course. Students who are taking the course when it is offered the next time are informed of the results at the start of the course. The evaluation is anonymous.

Required Reading and Additional Study Material

Bengtsson, Stina; Bohlin, Göran; Forsman, Michael; Jakobsson, Peter; Johansson, Sofia; Ståhlberg, Per. (2017). *Medielandskap och mediekultur*. Stockholm: Liber. ISBN: 978-91-47-11284-5. 252 p.

Fiske, John. (2010). *Introduction to Communication Studies*. (3rd edition - New Edition) New York: Routledge. ISBN: 978-04-15-59648-0. 195 p.

McQuail, Denis; Deuze, Mark. (2020). *McQuail's media and mass communication theory*. (Seventh edition Denis McQuail, Mark Deuze.. red.). London: Thousand Oaks, Calif: Sage Publications. ISBN: 978-14-73-90251-0. 688 p.

Nilsson, Björn och Waldermarson, AnnKarin. (2016). *Kommunikation*. 4th edition. Lund: Studentlitteratur. ISBN: 978-91-44-11066-0. 165 p.