



## Course syllabus

Faculty of Arts and Humanities  
Department of Media and Journalism

1MK602 Kreativitet, innovation och produktionsprocesser, 7,5 högskolepoäng

1MK602 Creativity, Innovation and Production Processes, 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 by Faculty of Arts and Humanities 2020-01-14  
The course syllabus is valid from autumn semester 2020

### **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:

- account for the way in which media technological innovations and production processes have developed and affected communication at an individual, organisational and societal level,
- use media and communication theories to illustrate how the concepts creativity, innovation, and production can be understood and studied,
- apply relevant theoretical concepts to describe creative media industries and their production processes,
- assess media artefacts in terms of innovation, creativity and production process.

## Content

The course gives a general introduction to the development of media technology; what has driven it, and how it has affected communication between people at an individual, organisational and societal level. It introduces basic theoretical perspectives, such as socio-semiotics and multimediality, in order to clarify and describe the concepts innovation, creativity and production processes in the media trade. During the course, the relation between creative media industries and society is discussed and problematised. The student also gets the opportunity to perform elementary analysis of

media artefacts using central concepts introduced in the course.

## 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).

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.

The course is examined through submissions, oral seminar presentations and a written exam.

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

Björkvall, Anders (the latest edition). *Den visuella texten: multimodal analys i praktiken*. Lund: Studentlitteratur. 176 p.

Davies, Rosamund & Sigthorsson, Gauti (the latest edition) *Introducing the creative industries: from theory to practice*. London: SAGE. 280 p.

Jenkins, Henry (the latest edition) *Konvergenskulturen: Där nya och gamla medier kolliderar*. Gothenburg: Daidalos. 311 p.

Rehn, Alf (the latest edition) *Innovation* Stockholm: Liber. 125 p.

Other material available online, including research articles, may be added (ca 100 p.)