



## Course syllabus

Faculty of Arts and Humanities  
Department of Media and Journalism

1MK700 Introduktion till Medie- och kommunikationsvetenskap, 15  
högskolepoäng

Introduction to Media and Communication Studies, 15 credits

### **Main field of study**

Media and Communication

### **Subject**

Media and Communication Studies

### **Level**

First cycle

### **Progression**

G1N

### **Date of Ratification**

Approved 2025-09-03.

The course syllabus is valid from spring semester 2026.

### **Prerequisites**

General entry requirements and English 6, Civics A, Mathematics B or Civics 1b / 1a1 +1a2, Mathematics 2a / 2b / 2c.

## Objectives

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

Module 1

- account for relevant theories of communication, and the concepts of media and media culture,
- account for the historical impact of media technologies on society and culture,
- apply relevant theories of communication on media and media culture,
- apply critical and historical perspectives on media and theories of

communication,

## Module 2

- account for the historical processes of digitization and digitalization,
- account for central concepts of mediatization, participatory culture and hybrid media,
- apply a critical and historical perspective to hybrid media, mediatization and participatory culture,
- apply concepts of mediatization, participation and hybridity in the production and analysis of media use and media content.

## Content

This course provides a comprehensive introduction to the field of media and communication studies, focusing on the cultural and societal impact of media technologies and systems of communication. The course is divided in two modules. Module 1 has an emphasis on the concept of media culture and theories of communication related to media technologies. Module 2 focuses on the impact of digitization and digitalization on culture and society, particularly highlighting participatory culture, hybridity and mediatization as concepts and theoretical frames of study. Both Module 1 and Module 2 of Introduction to Media and Communication Studies are grounded in media history and a critical approach to media and communication.

### **Module 1: Media Cultures and Theories of Communication**

The course module introduces the concepts of media and media culture, focusing on how culture and society are affected and formed by communication media technologies. The course provides a historical overview of technical media, and their impact on social and cultural practices of communication. Media formats and media use are related to concepts of media cultures and culture studies. Mechanical forms of reproduction as well as different historical technologies of print, audio and visual media are throughout the course related to systems of communication, highlighting how media are integral in the construction of the world views upon which cultures and societies depend.

### **Module 2: Mediatization and Participatory Culture**

The course module focuses on how media and systems of communication have changed and adapted to the technological and societal processes of digitization and digitalization. Digital media are ubiquitous in contemporary society. Digital technologies now permeate virtually all stages in the processes of creative communication, from innovation and production to dissemination and consumption. Social relations increasingly involve digital media. Society has become mediatized. The course studies how mediatization and the network connectivity of contemporary society affects social and cultural practices as well as offering new forms of collective organization and participation, not least through hybrid media systems – such as social media platforms and the Internet of Things.

## Type of Instruction

Teaching is delivered in the form of lectures, seminars, group work.

## 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 examination, individually and in groups.

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.

#### Module 1

Participation on seminars, individual assessment (U/G), 1 credit

Oral presentation, collective assessment (U/G/VG), 2.5 credits

Written exam, individual assessment (U/G/VG), 4 credits

#### Module 2

Participation on seminars, individual assessment (U/G), 1 credit

Oral presentation, collective assessment (U/G/VG), 2.5 credits

Written exam, individual assessment (U/G/VG), 4 credits

Resit examination is offered in accordance with Linnaeus University's Local regulations for courses and examination at the first- and second-cycle levels.

In the event that a student with a disability is entitled to special study support, the examiner will decide on adapted or alternative examination arrangements.

### Course Evaluation

A course evaluation should be conducted during the course or in connection with its conclusion. The results and analysis of the completed course evaluation should be promptly communicated to students who have completed the course. Students participating in the next course instance should be informed of the results of the previous course evaluation and any improvements that have been made, no later than at the start of the course.

### Required Reading and Additional Study Material

#### Module 1

Couldry, Nick (2019). *Media: Why it Matters*. London. Polity Press. 164 pages. ISBN: 9781509515158

Jarlbrink, Johan; Lundell, Patrik and Snickars, Pelle (2023). *From Big Bang to Big Data: A History of the Media*. Montreal. McGill-Queen's University Press. 200 pages. ISBN: 9780228014263

McLuhan, Marshall (1964). *Understanding Media*. London. Routledge Classics. Circa 100 pages. ISBN: 9780415253970

McQuail, Denis and Mark Deuze (2020). *McQuail's Media and Mass Communication Theory*, 7th edition. London. Sage Publishing. Circa 200 pages. ISBN 9781473902503

Wood, Helen (2024). *Audience*. London. Routledge. 100 pages. ISBN 9781032539744

Additional texts will be added, about 250 pages. This will be provided by the department.

#### Module 2

Chadwick, Andrew (2017). *The Hybrid Media System*. New York. Oxford University

Press. 150 pages. ISBN 9780190696733

Hayles, N. Katherine and Pressman, Jessica (ed.) (2013). *Comparative Textual Media: Transforming the Humanities in the Postprint Era*. Minneapolis. University of Minnesota Press. 50 pages. ISBN 9780816680047

Hepp, Andreas (2020). *Deep Mediatization*. London. Routledge. 200 pages. ISBN 9781138024991

Jarlbrink, Johan; Lundell, Patrik and Snickars, Pelle (2023). *From Big Bang to Big Data: A History of the Media*. Montreal. McGill-Queen's University Press. 100 pages. ISBN: 9780228014263

Jenkins, Henry; Peters-Lazaro, Gabriel and Shresthova, Sangita (eds.) (2020). *Popular Culture and the Civic Imagination*. New York. New York University Press. 100 pages. ISBN 9781479869503

Jenkins, Henry and Green, Joshua (2013). *Spreadable Media: Creating Value and Meaning in a Networked Culture*. New York. New York University Press. 100 pages. ISBN 0814743501

Additional texts will be added, about 150 pages. This will be provided by the department.