



Course syllabus

Faculty of Arts and Humanities

Department of Media and Journalism

1MK702 Mediernas roll och betydelse, 7,5 högskolepoäng

The Societal Role of the Media, 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

Module 1: The societal role and importance of the media, 3 credits

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

- assess the historical and contemporary importance of the media for culture, democracy and publicity from a media and democracy theoretical perspective,
- critically discuss different ways in which the media exercises power in society,
- describe and problematise the responsibility that the cultural and societal power, role and importance of the media entails for people working in the trade.

Module 2: The societal terms and conditions of the media, 4.5 credits

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

- account for the emergence of the Swedish media landscape,
- describe and problematise how political, juridical and economic conditions and rules affect the terms for and activities of the media companies,
- exhibit an ability to critically discuss how contemporary processes of change, such as digitalisation, mediatisation, globalisation, internationalisation and sustainability, have affected the terms for and activities of the media companies.

Module 1 The societal role and importance of the media, 3 credits

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

- assess the historical and contemporary importance of the media for culture, democracy and publicity from a media and democracy theoretical perspective
- critically discuss different ways in which the media exercises power in society,
- exhibit a basic understanding of the responsibility that the cultural and societal power, role and importance of the media entails for people working in the trade.

Module 2 The societal terms and conditions of the media, 4.5 credits

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

- assess the historical and contemporary importance of the media for culture, democracy and publicity from a media and democracy theoretical perspective
- critically discuss different ways in which the media exercises power in society,
- exhibit a basic understanding of the responsibility that the cultural and societal power, role and importance of the media entails for people working in the trade.

Module 2: 4.5 credits The societal terms and conditions of the media, 4.5 credits.

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

- account for the emergence of the Swedish media landscape,
- exhibit an understanding of how political, juridical and economic terms and conditions affect the terms for and activities of the media companies,
- exhibit an ability to critically discuss how contemporary processes of change, such as digitalisation, mediatisation, globalisation, internationalisation and sustainability, have affected the terms for and activities of the media companies.

Content

The course deals with two aspects of the interaction between media and society: The role and importance of the media for culture, democracy and societal development, and the political, juridical and economic conditions that form and restrain the activities and development of media companies.

Module 1 The societal role and importance of the media, 3 credits

The role and importance of the media for the development of culture, democracy and publicity are discussed from media and democracy theoretical perspectives.

Furthermore, the role and importance of the media for establishing and maintaining basic values and norms in society are discussed.

Module 2 The societal terms and conditions of the media, 4.5 credits

The terms and conditions of the media are discussed in themes on media politics, juridical frameworks, market terms and media economy. Through discussions on the terms for Swedish media companies, as well as on changes of these terms, students are given opportunities to reflect on how societal and technological development and processes of digitalisation and globalisation affect the Swedish media landscape. During the module, students conduct a case study in which they describe how a media company is affected by and handles the terms and conditions that the course deals with.

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 each module. 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 grade for each module has equal weight in calculating the final grade for the course as a whole.

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

Jarlbro, Gunilla. (2006). *Medier, genus och makt*. Lund, Studentlitteratur. ISBN: 978-91-44-03823-0. 168 p. (In selection)

Nord, Lars & Strömbäck, Jesper (eds). (2012). *Medierna och demokratin*. Lund, Studentlitteratur. ISBN: 978-91-44-07666-9. 373 p.

Nygren, Gunnar & Wadbring, Ingela (eds). (2019). *På väg mot medievärlden 2030: Journalistikens Villkor Och Utmaningar*. The sixth edition. Studentlitteratur AB, 2019. ISBN: 978-91-44-12506-0. 367 p.

Strömbäck, Jesper. (2014). *Makt, medier och samhälle*. Lund, Studentlitteratur. ISBN: 978-91-44-09987-3. 319 p. (Chapter 4)

Weibull, Lennart, Wadbring, Ingela, and Ohlsson, Jonas. (2018). *Det svenska medielandskapet: traditionella och sociala medier i samspel och konkurrens*. Stockholm, Liber. ISBN: 978-91-47-11335-4. 314 p.