



## Course syllabus

Faculty of Arts and Humanities

Department of Media and Journalism

1MK710 Vetenskaplig uppsats för medieentreprenörer, 7,5  
högskolepoäng

Scientific thesis for media entrepreneurs, 7.5 credits

### **Main field of study**

Media and Communication

### **Subject Group**

Media and Communication Studies

### **Level of classification**

First Level

### **Progression**

G1F

### **Date of Ratification**

Approved by Faculty of Arts and Humanities 2021-06-08

The course syllabus is valid from spring semester 2022

### **Prerequisites**

At least 22.5 credits in media and communication studies, or the equivalent.

## Objectives

After completing the course, the student should be able to

- formulate an aim and research questions and describe method for an independent academic empirical study, based on theory and previous research
- collect, present and analyse empirical data of relevance for the aim, as well as answer the research questions, in accordance with the described method
- account for research ethical considerations made in connection to the empirical study
- write a scientific report within given time frames
- defend their own thesis at an academic thesis seminar, and act as peer-reviewer in the discussion of another student's scientific report.

## Content

In this course, students plan and conduct a quantitative academic study, presented in the form of an academic thesis. The thesis is peer-reviewed and discussed in seminars in accordance with the Swedish "opposition" procedure.

## Type of Instruction

Lectures; production of a written scientific report along with supervision and discussion in thesis seminars.

## Examination

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

The course is examined through written and oral presentation of a scientific report at a seminar, defence of the scientific report, and peer-review of another student's scientific report.

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 is entitled to special pedagogical support due to a disability, the examiner has the right to give a customised exam or to have the student conduct the exam in an alternative way.

Repeat examination is offered in accordance with Local regulations for courses and examination at the first and second-cycle level at Linnaeus University.

### Course Evaluation

During or shortly after the course, a course evaluation is conducted. Results and analysis of the course evaluations 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

Backman, J. (The latest edition). *Rapporter och uppsatser*. Lund: Studentlitteratur. 223 p.

Ekengren, A. & Hinnfors, J. (The latest edition). *Uppsatshandbok. Hur du lyckas med din uppsats*. Lund: Studentlitteratur. 138 p.

Vetenskapsrådet. (The latest edition). *God Forskningssed*. 82 p.

Literature of relevance for the academic thesis (selected on an individual basis).