



## Course syllabus

Faculty of Arts and Humanities  
Department of Media and Journalism

1MK712 Publicering - genrer och kontext i föränderlig  
medieekologi, 7,5 högskolepoäng

Publishing – Genres and Contexts in a Changing Media Ecology, 7.5  
credits

**Main field of study**

Media and Communication

**Subject**

Media and Communication Studies

**Level**

First cycle

**Progression**

G1N

**Date of Ratification**

Approved 2025-05-21.

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:

- account for publishing genres and their contexts, historically and theoretically,
- account for the concept of media ecology,
- account for the effects of media technologies and media environments on publishing as practice and industry,
- apply the concept of media ecology to publishing genres,

- reflect on a publishing project as part of a relational process.

## Content

The course explores publishing in the contemporary media landscape. Connectivity and digitization have transformed technologies and practices as well as markets for publishing, affecting all levels of consumption, production and dissemination of published media. Using a process-oriented, relational approach to the diversity and complexity of the contemporary media ecology, the course offers hands-on practices as well as histories and theories of publishing. Publishing genres and their contexts are framed within relevant media histories. Through the concept of media ecology, the dynamics of contemporary publishing is related to technological change and innovation.

## Type of Instruction

Teaching is delivered in the form of lectures, seminars, workshops, 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.

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

Janneke Adema (2021). *Living Books. Experiments in the Posthumanities*. Cambridge, Massachusetts. The MIT Press. 150 pages. ISBN 9780262046022

Matthew Fuller (2007). *Media Ecologies. Materialist Energies in Art and Technoculture*. Cambridge, Massachusetts. The MIT Press. 100 pages. ISBN 9780262562263

N. Katherine Hayles (2021) *Postprint. Books and Becoming Computational*. New York. Columbia University Press. 100 pages. SBN 9780231198257

Leslie Howsam (ed.) (2014). *The Cambridge Companion to the History of the Book*. Cambridge. Cambridge University Press. 100 pages. ISBN 9781107625099

Derek Johnson (2013). *Media Franchising: Creative License and Collaboration in the Culture Industries*. New York. New York University Press. 100 pages. ISBN 9780814743478

Alessandro Ludovico (2023). *Tactical Publishing. Using Senses, Software and Archives in the Twenty-First Century*. Cambridge, Massachusetts. The MIT Press. 150 pages. ISBN 9780262542050

Selected sections from artists' books and fanzines, cirka 100 pages.

Additional academic texts will be added, about 100 pages. This will be provided by the department.