



Course syllabus

Faculty of Arts and Humanities
Department of Music and Art

1MV960 Musik och sociala medier, 7,5 högskolepoäng
Music and Social Media, 7.5 credits

Main field of study

Musicology

Subject Group

Musicology

Level of classification

First Level

Progression

GIN

Date of Ratification

Approved 2019-05-08

Revised 2020-04-30 by Faculty of Arts and Humanities. Revised objectives, content, type of instruction and examination.

The course syllabus is valid from spring semester 2021

Prerequisites

General entry requirements.

Objectives

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

- in general terms account for the dissemination and consumption of music during the 20th century,
- in general terms describe how social media influence the dissemination and consumption of music from a global perspective,
- review professional as well as non-professional musicians' and artists' roles in and use of social media,
- problematise central issues concerning personal integrity, security and source criticism in social media.

Content

The course includes the following:

- a historical overview of the dissemination and consumption of music during the 20th century,
- studies of contemporary uses and functions of music in social media,
- media habits in different social groups in contemporary music life, focusing on social influence,
- analyses of contemporary musicians' presence in social media,

- the concepts of integrity, source criticism and security in relation to social media.

Type of Instruction

Teaching is mainly based on lectures and literature studies. All teaching is in English.

Examination

The course is assessed with the grades A, B, C, D, E, Fx or F.

The course is examined through written assignments which in themselves do not entail any credits, but which together form the basis for examination. Each assignment is considered part of the examination. The assignments are conducted individually. Only when all assignments are completed is the examination considered to be complete, and only then are the credits for it awarded. The schedule specifies when the assignments forming the basis for examination are carried out.

The grade A is the highest grade and the grade E is the lowest grade for passing the course. The grade F means that the student's performance is assessed as failed. Grading criteria for the A–F scale are communicated to the student in writing when the course/module starts.

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

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.

Credit Overlap

The course cannot be included in a degree along with the following courses of which the content fully, or partly, corresponds to the content of this course: 1MV950 Social Media for Musicians and Artists I, 7,5 credits

Required Reading and Additional Study Material

Fuchs, Christian. *Social Media: a critical introduction*. London: SAGE Publications. The latest edition, ca 290 pages.

Lipschultz, Jeremy Harris. *Social media communication: concepts, practices, data, law and ethics*. New York: Routledge. The latest edition, ca 250 pages.

Owsinski, Bobby. *Bobby Owsinski's social media promotions for musicians*. Burbank, CA: BOMG Publishing. The latest edition, ca 300 pages.

Suhr, H. Cecilia. *Social Media and Music. The Digital Field of Cultural Production*. New York: Peter Lang. The latest edition, 139 p.

Compendium, ca 200 pages. Provided at the learning platform.