



## Course syllabus

Faculty of Arts and Humanities  
Department of Media and Journalism

4MK802 Globala utmaningar, nya medier och management, 15  
högskolepoäng

Global Challenges in New Media and Management, 15 credits

### **Main field of study**

Media and Communication

### **Subject**

Media and Communication Studies

### **Level**

Second cycle

### **Progression**

A1N

### **Date of Ratification**

Approved 2023-04-20.

Revised 2024-09-26. Revision of objectives, content description, examinations and course literature.

The course syllabus is valid from spring semester 2025.

### **Prerequisites**

General entry requirements for studies at the master's level. Specific entry requirements: 1–90 credits in media and communications, journalism, political science, or some other related subject, including a minimum of 15 credits for an independent project. English 6 or the equivalent.

### **Objectives**

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

- describe the impact of current media trends on existing steering and control

- functions for democratic values with the help of relevant research,
- compare scientific studies of challenges, consequences and solutions for governance and control of media with cultural contexts,
  - argue for the value of critical theory for understanding the governance and control of media from the perspective of human rights,
  - value and assess how global media technological changes challenge democratic values,
  - demonstrate awareness of the possibilities and limitations of scientific studies within the theme of the course.

## Content

In this course, the focus lies on democratic challenges that are connected at a global level to current media trends, societal development, media technologies, and media platforms. The first part of the course describes how the current international developments in the media field challenge existing governance and control functions, with consequences for everything from formal laws to more informal and self-organising review processes. The second part of the course takes a critical approach to how management and decision-making handle the previously presented challenges. The course contributes to theoretical insights and practical understanding of what it means to lead processes of knowledge generation and knowledge dissemination at a global level, based on human rights.

## Type of Instruction

In the first part of the course, the teaching consists of the students working in a project, where the teaching is a combination of lectures, seminars, and project work with supervision. The second part of the course consists of lectures and seminars.

## Examination

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

The course is examined through a project presentation (7,5 credits), and a written assignment (7,5 credits).

In order to receive the grade of E (Pass), the student must achieve the course objectives. Grading criteria will be communicated 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 adapt the exam or to let the student conduct the exam in an alternative way.

Resit 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 should be conducted. The result and analysis of the course evaluation should be promptly communicated to the students who have taken the course. Students who are taking the course when it is offered the next time should be informed of the result at the course introduction. The course evaluation is anonymous.

## Required Reading and Additional Study Material

Fuchs, Christian. (2014). *Social Media: a Critical Introduction*. London: Sage. ISBN: 9781446257319. 289 pp.

Padovani, Claudia, Wavre, Véronique, Hintz, Arne, Goggin, Gerard, Iosifidis, Petros (Eds.), (2024). *Global Communication Governance at the Crossroads*. Cham, Schweiz. Palgrave Macmillan. ISBN: 9783031296161. 426 pp.

Puppis, Manuel, Mansell, Robin, Van den Bulck, Hilde (Eds.), (2024). *Handbook of Media and Communication Governance*. Edward Elgar Publishing. ISBN: 9781800887206. 630 pp.

Schneider, Nathan (2024). *Governable spaces*. Oakland, California. University of California Press. Available online, <https://library.oapen.org/viewer/web/viewer.html?file=/bitstream/handle/20.500.12657/88114/gspaces.pdf?sequence=1&isAllowed=y>. 208 pp.

Research articles, approx. 200 pages.