



## Course syllabus

Faculty of Arts and Humanities

Department of Media and Journalism

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

4MK802 Global Challenges in New Media and Management, 15 credits

### **Main field of study**

Media and Communication

### **Subject Group**

Media and Communication Studies

### **Level of classification**

Second Level

### **Progression**

A1N

### **Date of Ratification**

Approved by Faculty of Arts and Humanities 2023-04-20

The course syllabus is valid from spring semester 2024

### **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 societal development
- compare different scholarly perspectives on societal challenges associated with media development at a global level
- argue for how theories and social practices generate a critical understanding of the governance and control of media in different contexts and cultures
- evaluate and assess research on how changes in media technology give rise to various global challenges
- demonstrate awareness of the possibilities and limitations of scholarship within the course's theme.

## Content

In this course, the focus lies on 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 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 cultural and societal understanding. It generates an understanding of the media aspects of cultural inclusion and digital participation culture and relates that understanding to various forms of management processes for innovation and development with a focus on communication and knowledge.

## Type of Instruction

The teaching is characterised by project-based learning. The first part of the course consists of lectures and seminars. During the second part, the students work with projects, where teaching is delivered in the form of a combination of lectures, seminars, project work, and supervision.

## Examination

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

The course is examined through an oral seminar (5 credits), a project presentation (5 credits), and a written assignment (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

Baumann, Sabine. (2022). *Handbook on Digital Business Ecosystems Strategies, Platforms, Technologies, Governance and Societal Challenges*. Cheltenham, U.K. Edward Elgar Publishing. ISBN: 9781839107191, 1839107197. 784 pp.

Falkheimer, Jesper, Mats Heide. (2022). *Research Handbook on Strategic Communication*. Cheltenham, U.K. Edward Elgar Publishing. ISBN: 9781800379893, 1800379897. 522 pp.

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

Oosterlaken, Ilse. (2015). *Technology and Human Development*. London: Routledge. ISBN: 9781138780583. 160 pp.

Rosa, Hartmut & Trejo-Mathys, Jonathan. (2015). *Social Acceleration*. New York. Columbia University Press. ISBN: 9780231148351. 512 pp.

Terry Flew & Fiona R. Martin (eds.). (2022). *Digital Platform Regulation: Global Perspectives on Internet Governance*. Cham, Schweiz. Palgrave MacMillan. ISBN: 9783030952204, 3030952207. 327 pp.

Youngs, Gillian (ed.). (2013). *Digital World: Connectivity, Creativity and Rights*. London & New York. Routledge, Taylor & Francis. ISBN: 9781135021993, 1135021996. 208 pp.

Research articles, approx. 150 pages.