



Course syllabus

Faculty of Arts and Humanities

Department of Media and Journalism

4MK803 Att styra genom policy och projektledning, 15 högskolepoäng

4MK803 Leading through Policy and project 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:

- define and problematise the concept of media policy and explain its various meanings
- discuss and analyse national and international media policy in terms of possibilities, conditions, advantages and disadvantages, and consequences
- explain project theories and their applications in project work, project management, and creative development processes with a focus on media policy
- identify needs for democracy-promoting media policy projects
- justify, plan, implement, and present a democracy-promoting policy project in the media field
- analyse the project's value and potential significance for democratic

development.

Content

The course includes a theoretical exploration of the concept of media policy and its significance for democratic development, as well as practical application of policy work in the field of media in the form of a project assignment where a policy is grounded in theory, developed, tested, and evaluated. The project assignment also serves as a learning project in which students acquire the fundamentals of project management and apply them to case studies in the areas of media and democracy, social responsibility, or Agenda 2030. The individual project can be general, involving political policy-making at a national or international level, or specific, focusing on policy development within a particular organisation or in a specific area such as e-learning, e-government, or media literacy. The project is conducted practically and evaluated in terms of effective project management, but it is also explored from a media theory perspective and discussed at a meta-level regarding the significance of media for organisations' external and internal communication.

Type of Instruction

Teaching is delivered in the form of lectures, seminars, project work, supervision, and exercises.

Examination

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

The course is examined through an oral presentation (4.5 credits), two written assignments (3 and 2.5 credits), and an assessment of a project (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

Andersen, Erling. 2008. *Rethinking Project Management. An Organizational Perspective*. London. Pearson Education. ISBN: 9780273715474. 368 pages.

Chakravartty, Paula & Sarikakis, Katharine. 2006. *Media Policy and Globalization*. Edinburgh. Edinburgh University Press. ISBN: 9780748618484, 9780748627219. Available at: ProQuest Ebook Central. 178 pages.

Donders, Karen, Pauwels, Caroline, & Loisen, Jan (eds.). 2014. *The Palgrave Handbook of European Media Policy*. London. Palgrave Macmillan UK, ISBN:

9781137032171, 9781137032195. Available at: ProQuest Ebook Central. 541 pages.

Freedman, Des. 2008. *The Politics of Media Policy*. Cambridge. Polity Press. ISBN: 9780745628417. 264 pages.

Hallin, Daniel, C. & Mancini, Paolo (eds.). 2004. *Comparing Media Systems*, New York. Cambridge University Press. ISBN: 9780521835350, 911210754. Available at: ProQuest Ebook Central. 27 March 2023. In selection – approx. 100 pages.

Hallin, Daniel, C. & Mancini, Paolo (eds.). 2011. *Comparing Media Systems Beyond the Western World*. New York. Cambridge University Press. ISBN: 9781107013650, 9781139203531. Available at: ProQuest Ebook Central. In selection – approx. 100 pages.

Housley, William & Fitzgerald, Richard (eds.). 2009. *Media, Policy and Interaction*. Farnham. Taylor & Francis Group. ISBN: 9780754674146, 9780754691587. Available at: ProQuest Ebook Central. 246 pages.

Nieto-Rodriguez, Antonio. 2021 *Harvard Business Review Project Management Handbook: How to Launch, Lead, and Sponsor Successful Projects*. New York. Harvard Business Review Press. ISBN: 9781647821258. 352 pages.

Papathanassopoulos, Stylianos. 2016. Media Policy, In Mazzoleni, G (ed.). *The International Encyclopedia of Political Communication*, pp. 1–9 (9 pages). Available at: https://www.researchgate.net/publication/303738068_Media_Policy

Soledad Segura, Maria & Waisbord, Silvio. 2016 *Media Movements: Civil Society and Media Policy Reform in Latin America*. London. Zed Books. ISBN: 9781783604623. 185 pages.

Project-specific literature: 400 pages.

Current research articles and book chapters: 240 pages.