



Course syllabus

Faculty of Social Sciences

Department of Social Studies

4SO100 Kommunikation för social hållbarhet, 30 högskolepoäng
4SO100 Communication for Social Sustainability, 30 credits

Main field of study

Sociology

Subject Group

Sociology

Level of classification

Second Level

Progression

A1N

Date of Ratification

Approved 2016-01-13

Revised 2017-06-07 by Faculty of Social Sciences. Revision of literature.

The course syllabus is valid from autumn semester 2017

Prerequisites

General entry requirements for second-cycle courses.

Objectives

After completing the course, students shall be able to:

- describe and analyse social changes on the basis of the current sociological macro theory
- describe and analyse everyday life as well as the use of communication media in society, by applying sociological micro theory
- in an analytical manner, relate and evaluate changes at the macro as well as the micro level in relation to strategic communication activities and social sustainability
- use relevant methods and techniques in social and communication analysis.

Content

The course is primarily intended for professionals whose work involves communication to a great extent. The course is mainly intended as a continuing professional development course, set up on the basis of the increasing complexity and the major changes that have taken place and still take place in society and institutions such as

within public government, market, politics and media. The conditions of strategic communication activities have changed considerably, whether run locally, nationally or globally.

The course shall provide a current sociological analysis of a transformed social landscape and the practices and variations of everyday life, and put this in relation to strategic communication activities and social sustainability. The course shall also communicate the skills required to handle methods used in analysis of society and communication .

Module 1: Communication and social change, 10 credits

After completing the course, students shall be able to:

- in a theoretical and informed manner, describe and analyse social processes of change at the macro level
- account for and discuss the conditions of social sustainability
- describe and analyse social changes in relation to media systems and publicity as well as the implications for the communication activities

Emphasis is placed on social change, and what this may involve in relation to communication activities.

The course is based on macrosociology, which includes the global as well as the national context. The aim is to identify and analyse processes of change within and between central institutions such as the public government, markets/labour market, politics and media. The emphasis is also placed on the patterns of stratification, such as economic, social, cultural, geographical, and the transformation of the social landscape.

On the basis of the above, analysis is performed of the Swedish media system and the structure and functions of publicity, including news service, debate and culture, as well as how social change is communicated and made sense of in media and political communication.

The macrosociological analysis is continuously put in relation to strategic communication in various organisational contexts, where the ambition to contribute to social sustainability has become increasingly evident.

Module 2: Citizens, publics and practices, 10 credits

After completing the course, students shall be able to:

- in a theoretical and informed manner, describe and analyse processes of social change at the micro level
- describe and analyse the changed conditions of civil, political and social citizenship, and the individual in different roles such as customer, employee and family member
- describe and analyse changed patterns in the use of media.

The module is closely connected with the previous module 1, and addresses processes of change primarily within the areas of family, school, work, spare time and the civil society.

The module is based on a microsociological perspective, and discusses the variations of everyday life in a transforming social landscape and what this may entail for different categories of the population. The diverse living conditions of individuals are analysed

on the basis of economic and social resources, gender, nationality and ethnicity, as well as geography and generation.

The role of citizen and citizenship are the key aspects, the civil, political and social. Other roles important to the individual, such as the role as customer, employee and family member are also discussed, as well as the relations and the shifting boundaries between these roles.

Special emphasis is placed on the everyday media and the new application practices used by the general public, partly in relation to traditional mass media and the established publicity, and partly in relation to digital media in general, as well as social networks and similar (semi-) public sources.

Module 3: Methods of analysis - society and communication, 10 credits

After completing the course, students shall be able to:

- conduct qualified analyses of society and communication at the macro as well as the micro level
- compile, analyse and evaluate existing research and statistics in order to acquire new knowledge
- orally as well as in writing, present the results and conclusions in an objective and correct manner
- demonstrate a reflective and critical approach to existing research as well as their own research
- demonstrate knowledge and judgement in relation to research ethical issues.

The aim of the module is for the students to acquire knowledge and skills in using conventional as well as contemporary methods and techniques in the analysis of society and communication processes.

The module provides an overview of available databases with secondary data and methods for secondary data analysis. Relevant research data bases are introduced and the basics of meta analysis are provided. Relevant full-text databases are also introduced as well as methods of collecting and processing so called big data. Methods of micro-analyses are also discussed, such as interviews and observations, as well as netnography. Major emphasis is placed on established research ethics, consolidated with the professional conduct of the practices.

Type of Instruction

Teaching takes place in the form of lectures, workshops, seminars and supervision. Parts of the teaching may be based on ICT (information and communication technique). Additional information about the technical requirements for the course sessions is found in the study guide.

Examination

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG).

To be awarded a grade of Pass in the course, the course objectives must be attained. To be awarded a grade of Pass with Distinction in the course, it is required that the student attains a minimum of 20 credits assessed as Pass with Distinction, i.e. this grade is required for two out of three modules.

Module 1: Communication and social change, 10 credits: Examination of the module takes place by means of three assignments carried out in the form of papers to be

presented and discussed at seminars.

Module 2: Citizens, publics and practices, 10 credits: Examination of the module takes place by means of three assignments carried out in the form of papers to be presented and discussed at seminars.

Module 3: Methods of analysis - society and communication, 10 credits: Examination of the module takes place by means of active participation in a number of workshops and through an independent analytical project presented and defended at a public discussion and examination with an external reviewer.

Course Evaluation

A course evaluation is carried out either during or at the end of the course. Results and analysis of the evaluation are presented to the students who have completed the course, as well as to new students at the following course date. The course evaluation is conducted anonymously.

Required Reading and Additional Study Material

Module 1: Communication and social change, 10 credits

Boström, Magnus. (2012). 'A Missing Pillar? Challenges in theorizing and practicing social sustainability'. *Sustainability: Science, Practice and Policy* 8 (1), 11 p.

Hort, Sven E. O. (2014). *Social policy, welfare state, and civil society in Sweden*. Vol. 2, The lost world of social democracy 1988-2015. Lund: Arkiv. 207 p.

Lazaridis, Gabriella. (2015). *International migration into Europe; from subjects to objects*. Basingstoke: Palgrave Macmillan, 2015. 208 p.

SOU 2016:30 *Människorna, medierna & marknaderna: Medieutredningens forskningsantologi om en demokrati i förändring*, SOU 2016:30. 300 p.

Stoknes, Per Espen (2015) *What we think about when we try not to think about global warming: Toward a new psychology of climate action*. White River Junction, Vermont : Chelsea Green Publishing. 290 p.

Individual selection of 8-10 articles in periodicals, chosen in consultation with the course coordinator.

Module 2: Citizens, publics and practices, 10 credits

Bakardjieva, Maria (2005) *Internet society. The Internet in everyday life*. London: Sage. 220 p.

Clarke, John et al. (2007). *Creating Citizen-Consumers: changing Publics and Changing Public Services*. London: Sage. 180 p.

Forssell, Anders och Ivarsson Westerberg, Anders. (2014). *Administrationssamhället*. Lund: Studentlitteratur. 267 p.

Freidson, Eliot. (2001). *Professionalism: the third logic*. Chicago: University of Chicago Press. 250 p.

Information, Communication & Society. Special Issue: 'The Networked Young Citizen'. Vol 17: 2. 2014. 120 p.

Lozanovski, Jeanette; Wadbring, Ingela (2013) *Unga nyheter. Unga reflekterar kring nyheter och nyhetsvanor*. Sundsvall: Demicom, Mittuniversitetet. [elektronisk resurs] 65 p.

Therborn, Göran. (2004). *Between sex and power: family in the world, 1900-2000*. London: Routledge. 120 p.

Individual selection of 8-10 articles in periodicals, chosen in consultation with the course coordinator.

Module 3: Methods of analysis - society and communication, 10 credits

Berg, Martin. (2015). *Netnografi. Att forska om och med internet*. Lund: Studentlitteratur. 171 p.

Bogner, Alexander et al. (Eds.). (2009). *Interviewing experts*. Palgrave Macmillan. 100 p, selected pages.

Hesser, Hugo och Andersson, Gerhard. (2015). *Introduktion till metaanalys och systematiska översikter*. Lund: Studentlitteratur. 120 p, selected pages.

Olsson, Tobias. (2008). *Medievardagen*. Malmö: Gleerups. 150 p.

Pries, Kim. H. and Dunnigan, Robert. (2015). *Big data analytics: a practical guide for managers*. Boca Raton: CRC Press. 100 p, selected pages.

Individual selection of 8-10 articles in periodicals, chosen in consultation with the course coordinator.