



Programme syllabus

Faculty of Arts and Humanities

Medier, demokrati och mänskliga rättigheter, masterprogram, 120 högskolepoäng

Media, Democracy and Human Rights, Master Programme, 120 credits

Level

Second Level

Date of Ratification

Approved by Faculty of Arts and Humanities 2022-06-22

The programme syllabus is valid from autumn semester 2023

Prerequisites

General entry requirements for studies at the second-cycle level and specific entry requirements 1–90 credits, of which at least 15 credits are for an independent project in media and communications, journalism, political science, or a similar subject. English 6 or the equivalent.

Description of Programme

The programme provides in-depth knowledge of the present and past significance of the media for societal development and democracy in an international context. Students will be provided with a theoretical understanding, analytical tools, and strategic competence as regards the significance of the media for some of today's most burning issues, such as human rights, equality, integration, and sustainable development.

The programme courses aim to develop students' understanding of how media depict and contribute to societal development as regards all these issues. At the same time, the programme also discusses how media are used in the opposite way, to prevent said development by monitoring and controlling citizens and spreading disinformation and propaganda.

The programme's further focus on leadership aims to prepare tomorrow's researchers, analysts, social narrators, policy makers, and decision-makers for contributing responsibly and insightfully, and with a critical awareness, to the development and regulation of the media, based on democratic ideals and principles.

From a professional point of view, the programme prepares students for research posts in academia, management and development services in the media industry, work with policies and analysis in political and non-profit organisations, journalistic work, media

development and media strategies in the private and public sectors, work with information and communication, and different types of teaching positions.

Objectives

Central qualitative targets quoted from the Higher Education Ordinance

Knowledge and understanding

For a Degree of Master (120 credits) the student shall

- demonstrate knowledge and understanding in the main field of study, including both broad knowledge of the field and a considerable degree of specialised knowledge in certain areas of the field as well as insight into current research and development work, and
- demonstrate specialised methodological knowledge in the main field of study.

Competence and skills

For a Degree of Master (120 credits) the student shall

- demonstrate the ability to critically and systematically integrate knowledge and analyse, assess and deal with complex phenomena, issues and situations even with limited information
- demonstrate the ability to identify and formulate issues critically, autonomously and creatively as well as to plan and, using appropriate methods, undertake advanced tasks within predetermined time frames and so contribute to the formation of knowledge as well as the ability to evaluate this work
- demonstrate the ability in speech and writing both nationally and internationally to clearly report and discuss his or her conclusions and the knowledge and arguments on which they are based in dialogue with different audiences, and
- demonstrate the skills required for participation in research and development work or autonomous employment in some other qualified capacity.

Judgement and approach

For a Degree of Master (120 credits) the student shall

- demonstrate the ability to make assessments in the main field of study informed by relevant disciplinary, social and ethical issues and also to demonstrate awareness of ethical aspects of research and development work
- demonstrate insight into the possibilities and limitations of research, its role in society and the responsibility of the individual for how it is used, and
- demonstrate the ability to identify the personal need for further knowledge and take responsibility for his or her ongoing learning.

Programme-specific objectives

For a Degree of Master (120 credits) the student should be able to

- demonstrate in-depth knowledge and an in-depth understanding of the democratic role of media in society, and of the role that media play in people's everyday life
- demonstrate an in-depth understanding of, and strategic competence in relation to, contemporary challenges in the interface between media, human rights, and democracy

- use expert knowledge and professional skills and have demonstrated an ability to express these in a global media context
- implement projects in fields and in relation to cases that are relevant to the content of the programme
- demonstrate a well-developed ability to critically assess and approach contemporary media phenomena as well as their own work.

Content

Programme overview

The first year of the programme consists of four courses of 15 credits each, running over the first two semesters. The first year aims to deepen students' knowledge of current theory and research in the interface between media, democracy, and human rights. The focus lies on current challenges to democracy in terms of the media's fluctuating role in people's and societies' lives, as well as on political and cultural currents of relevance for the extent to which human rights can be accommodated in a global perspective. The second year of the programme starts with a 15-credit course in theory and method, followed by 15 credits worth of optional courses (which may include practice placements or studies abroad). Alternatively, the entire third semester may be studied abroad, as part of an exchange programme, provided that it includes studies equivalent to the 15-credit course Philosophy of Science and Research Methods in Media and Communication Studies. The programme ends with a degree project of 30 credits, in the fourth semester.

Programme courses

Year 1

*Media, Regulation and Human Rights, 15 credits (AIN)**

This course provides an introduction to the programme, presenting central concepts and laying the foundation for subsequent courses. Points that combine an interest in media and democracy (which are central to media and communication studies) with human rights issues are interlinked with issues to do with the exercise of power and governance. The course provides an overview of the field, including topics such as media and the philosophical foundation for freedom of speech; media and ethics; regulation of the media; etc.

*Political and Cultural Citizenship, 15 credits (AIN)**

In today's mediatised political and cultural reality, matters of citizenship, belonging, and equality are increasingly closely connected to both political and cultural arenas. The idea of a "culture war" illustrates this, and emphasises matters of identity, belonging, participation, rights, agency, and the individual's place and space in society. The course provides an increased understanding of culture as an arena for influence in relation to politics. The students deepen their understanding of problems and challenges associated with these issues, through a concrete project focusing on current cases.

*Global Challenges in New Media and Management, 15 credits (AIN)**

In this course, the focus lies on challenges that are connected on a global level to current media trends, societal development, media technologies and media platforms. Topics such as regulation, monitoring, and government are brought up, illuminated, and discussed, based on current international development in the field of media. The course also covers critical approaches to management and decision-making, including theory and practice in terms of cultural inclusion, digital participation culture, innovation, and knowledge on a global level.

*Leading through Policy and project management, 15 credits (AIN)**

In this course, students deepen their understanding of leadership in a changing media reality by working with policies in relation to current challenges, in the form of a project. The course is based on authentic case studies that have been explored and theorised. It discusses global and national media policies in general, as well as specific policies, such as policies on media literacy, e-learning, and e-government. The part dealing with project management is based on research on, and case studies of, democracy projects, Agenda 2030 projects, and social responsibility projects. The significance of media for internal and external organisation and communication is particularly emphasised.

Year 2

*Philosophy of Science and Research Methods in Media and Communication Studies, 15 credits (AIN)**

This course discusses theoretical and methodological perspectives in depth, in terms of different traditions in media and communication studies, focusing on qualitative and quantitative methods and approaches. Examples of methods for data collection and analysis include qualitative and quantitative content analysis and interview studies. In addition to traditional methods in the humanities and social sciences, the course introduces different kinds of digital methods.

Optional courses, 15 credits

Here, the students can choose from a range of elective courses at the Department of Media and Journalism, or choose something else entirely, to broaden their perspectives. The standard options include regular courses as well as the possibility to have a practice placement.

*Degree project, 30 credits (A2E)**

In this course, the student works exclusively with their master thesis, under supervision.

*=course in the main field of study

Societal relevance

Media – traditional as well as alternative and social media – play an increasingly major role in people's lives, as regards culture as well as politics. Today, the media infrastructure serves as an arena for influence, propaganda, and disinformation, at the same time as it constitutes a platform for self-realisation, orientation, exploration, and identity creation. In the interface between the consequences of these tendencies, issues and challenges associated with media criticism and sustainability arise. As a consequence, the future needs policymakers, managers, and executives that are perceptive and capable of critical reflection, so that human rights are accommodated and not breached, and democratic principles are maintained, at the same time as our mediatised cultural environment is protected. Since this master programme aims to provide theoretical specialisation as well as practical application in relation to these issues, it contributes in a constructive way to the creation and exploration of ways in which democratic principles and human rights can be used to overcome problems, in a present and future that is shaped by increased mediatisation.

Internationalisation

The programme is firmly grounded in an internationalisation approach in that it targets an international student group; aims to deepen knowledge of and practical approaches to global dilemmas associated with the media; and builds on internationally prominent and relevant theory and research. The third semester may be studied abroad, as part of

an exchange programme, provided that it includes a course equivalent to Philosophy of Science and Research Methods in Media and Communication Studies, 15 credits.

Sustainable societal development

The content of the programme is closely linked to sustainable development from a media perspective. The main issues that the programme seeks to teach students to be able to handle are all about the central question of how management and leadership in relation to the media may be implemented in a sustainable way, taking human rights and democratic principles into consideration.

Quality Development

The work with quality assurance is firmly grounded in the university's vision and strategy, and in the programme's course syllabi. Quality work in the subject of media and communications is conducted in teacher conferences and subject meetings, as well as through continuous dialogue with students, in the form of course evaluations. A course evaluation is conducted after each course, and a programme evaluation is conducted in the fourth semester. All evaluations are compiled into reports that are fed back to the students, and filed by the department for subsequent follow-up. The reports also include descriptions of what measures have been taken to make improvements. Students, teachers, and representatives of society are actively involved in reviewing and developing the programme by means of a Programme Advisory Board, whose purpose is to assist in the continuous work with developing the programme in order to meet society's requirements. The programme is managed by a programme coordinator who is responsible for quality assurance, development, and coordination of the programme. A programme council works for long-term strategical development of the programme. The Faculty of Arts and Humanities has a quality system for the follow-up and development of programmes. An education council prepares programme syllabi and other matters concerning quality, such as the right to award degrees and the range of programmes offered, before the faculty board makes the final decision. Revised and new syllabi are prepared in the syllabus committees before the head of department or the dean makes the final decision about ratification. The range of courses and programmes is reviewed on a regular basis, in accordance with the faculty's plan for systematic quality assurance.

Degree Certificate

After having completed their studies in accordance with the requirements stated in the Qualification Ordinance of the Higher Education Ordinance and in Linnaeus University's local qualification ordinance, the student may apply for the award of a qualification. Students who have completed the programme Media, Democracy and Human Rights, may obtain the following qualification:

Filosofie masterexamen med inriktning mot medier, demokrati och mänskliga rättigheter

Huvudområde: Medie- och kommunikationsvetenskap

Master of Science with specialisation in Media, Democracy and Human Rights

Main field of study: Media and Communications

The degree certificate is issued in two languages (Swedish and English) and is accompanied by a diploma supplement in English.

Other Information

Teaching takes place on campus as well as online (live-streamed as well as recorded sessions). Students have the opportunity to have a practice placement or study elective

courses of a total of 15 credits in the second year. Some courses include mandatory field work.