



Programme syllabus

Faculty of Arts and Humanities

Mediekulturer: Intermediala och multimodala studier,
masterprogram, 120 högskolepoäng

Media Cultures: Intermedial and Multimodal Studies, Master
Programme, 120 credits

Level

Second cycle

Date of Ratification

Approved 2023-09-13.

Revised 2024-09-27.

The programme syllabus is valid from autumn semester 2025.

Prerequisites

General entry requirements for studies at the master's level, and specific entry requirements: 1–90 credits in the humanities or social sciences. English 6 or the equivalent.

Description of Programme

The Master's Programme in Intermedial and Multimodal Studies is a two-year second-cycle programme in the main field of comparative literature. The programme aims to deepen understanding of interactions between people, between media, and between people and media. Students apply analytical tools and develop both theoretical understanding and interdisciplinary competence regarding the role of media in today's complex landscape of media and communication.

The programme's courses aim to illustrate the constant interplay between language and literature and other semiotic resources and media, and are grounded in the subject's scholarly and methodological links to current societal challenges. What role do spoken and written words and narratives play in an era that combines text, speech, image and sound across time and space, and where audiovisual storytelling in film and television holds a dominant position? The courses are furthermore delivered in collaboration with the university's centre of excellence in intermediality, with strong societal links. The courses in intermediality and multimodality link the main field to film studies,

musicology, art and visual studies, media and communication studies, and modern languages. This provides a solid foundation for doctoral studies and prepares graduates for careers nationally and internationally in the cultural and educational sectors, as well as in communication, media, information management and administration.

Objectives

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 knowledge of intermedial and multimodal studies – including both broad knowledge of the field in general and in-depth knowledge in the area represented in the independent project (Master's thesis) – and show insight into current research debates in this interdisciplinary field
- demonstrate knowledge and understanding of general theory, terminology and methodology at Master's level in intermedial and multimodal studies, together

with advanced methodological skills in the thematic focus of the independent project (Master's thesis)

- assess and apply relevant scholarly perspectives and societal considerations in their studies from intermedial and multimodal viewpoints, and demonstrate awareness of ethical aspects of research
- demonstrate insight into the possibilities and limitations of research, its integrated role in society, and human responsibility for its use, with a focus on intermedial and multimodal studies
- show the ability to identify and formulate research questions critically, independently and creatively; to plan and carry out advanced tasks within given time frames using intermedial methods, thereby contributing to knowledge development; and to evaluate this work
- demonstrate a developed ability to critically assess and engage with contemporary media phenomena, as well as with their own work.

Content

The programme's main field of study is comparative literature with a specialisation in intermediality and multimodality. The programme comprises two years of full-time study. It is led by a programme coordinator responsible for quality assurance, development and coordination. A programme council is responsible for the programme's long-term and strategic development. Course coordinators ensure that course evaluations are conducted at the end of each course and that results are fed back to students.

Programme overview

The programme spans four semesters (120 credits) and includes compulsory, elective and optional courses, of which at least 60 credits are in the main field of comparative literature. The Master's thesis in the main field equals one semester (30 credits). The first year comprises programme-profiled courses that provide in-depth knowledge of intermediality and multimodality – their histories, theories and methods. In brief, the programme is structured as follows:

Semester 1

The courses in the first semester introduce and problematise the concepts of intermediality and multimodality through thematic and theoretical classes. The courses explore relationships and interactions between art forms and media from both intermedial and multimodal perspectives. The technical prerequisites for various media types and the interactions between them are explored from a historical point of view. Both old and new media are highlighted, and the digital transformation is discussed from intermedial and multimodal perspectives. Additionally, theoretical questions and problems related to interpretation, understanding, and meaning-making are addressed, with a focus on how these are tied to human perception, our various senses, and our interpretations of intermedial and multimodal texts and works.

Semester 2

Students select two to four elective thematic courses in intermediality and multimodal studies. These can be within the main field of study or other subjects.

Semester 3

During the third semester, students can choose between studying or undertaking a placement abroad, or taking courses at Linnaeus University.

Semester 4

The programme concludes with a 30-credit degree project in the fourth semester.

Courses in the programme

Year 1, Semester 1

*Intermediality and Multimodality in Contemporary Media, 15 credits (AIN)**

Students are introduced to intermediality and multimodality as theoretical perspectives, analysing integration and transformation in media communication, for example in literature, film, visual arts, advertising and journalism.

*New Media Cultures, 15 credits (AIN)**

Students are introduced to intermedial and multimodal perspectives on contemporary media relations, such as digital literature, film music, social media, computer games and transmedial worlds.

Year 1, Semester 2

Elective thematic course 1, 7.5 credits (AIN)

Students choose an elective thematic course within the main field of comparative literature, or in some other subject.

Elective thematic course 2, 7.5 credits (AIN)

Students choose an elective thematic course within the main field of comparative literature, or in some other subject.

Elective thematic course 3, 7.5 credits (AIN)

Students choose an elective thematic course within the main field of comparative literature, or in some other subject.

Elective thematic course 4, 7.5 credits (AIN)

Students choose an elective thematic course within the main field of comparative literature, or in some other subject.

Alternatively, students may replace two elective courses in semester 2 with a 15-credit one-year Master's thesis in the main field of comparative literature, leading to a one-year Master's degree.

Year 2, Semester 3

During Semester 3, students can choose among three different options:

Option 1

Exchange studies, 30 credits.

Students take elective courses at first- or second-cycle level, totalling 30 credits, either within comparative literature or other subjects, at one of Linnaeus University's partner universities.

Option 2

Work placement abroad, 30 credits

Students may undertake a placement in administration, teaching or research, arranged in consultation with the programme coordinator.

Option 3

Students take elective courses, either within the main field of study or in other subjects, totalling 30 credits.

Year 2, Semester 4

*Degree project (master's thesis), 30 credits (A2E)**

During this course, students work exclusively on their master's thesis, under supervision. The thesis should have a clear intermedial or multimodal focus.

Electives courses and courses abroad are selected in consultation with the programme coordinator.

* = course in the main field of study.

Societal relevance

Intermedial and multimodal studies explore current societal and developmental issues in depth. This field of study and research has a broad disciplinary scope and international reach. Today's world of media and communication is exceedingly complex, with boundaries constantly being crossed. Different types of information are transferred between old and new technical media, between sensory channels, and between sign systems. In today's global society, knowledge of intermediality and multimodality is of utmost importance.

The methodology and theory courses impart skills in communicating research findings to the public, a competence that is in demand in many sectors of the labour market. The programme is particularly suited for students who are aiming for future professions where knowledge of the field is crucial. This includes work focusing on the communication and analysis of complex visual, audio, and textual relationships, professions in the information sector, and journalism. It also serves an important role for teaching professions (in compulsory as well as upper-secondary education). Additionally, the programme is suitable for students intending to pursue doctoral studies in the field.

Internationalisation

Intermedial and multimodal studies constitute a global research field and are internationally well-established as subjects of research and teaching. The programme is international in its content and implementation. Teaching staff at Linnaeus University bring internationally recognised expertise to the programme. It also benefits from the teachers' own academic networks, mainly through lectures and seminars by visiting scholars. The programme encourages professional development for teaching staff through exchange and collaboration agreements with higher education institutions abroad.

The programme adopts an internationalisation perspective as it targets international students, seeks to deepen knowledge and practical approaches in relation to media-related global challenges, and draws on internationally leading and current theory and research. In semester 3, students may study or undertake a placement abroad in administration, teaching or research. This is arranged in consultation with the programme coordinator. Students have access to Linnaeus University's full range of exchange agreements, as well as to universities of high international standing selected as partners within the programme.

Sustainable societal development

The programme promotes broad educational and general-knowledge perspectives,

addressing sustainable development in relation to each course. Its interdisciplinary design, encompassing media cultures such as literature, film, music, art, computer games and social media, encourages new ways of thinking and collaborating, and integrates perspectives on sustainability in climate and environment, democracy and humanity's place in society. How these perspectives are integrated and assessed is specified in the syllabus for each course.

Quality Development

The programme's quality work is clearly linked to the university's vision and strategy as well as to the programme's course syllabuses. Within the field of Intermedial and Multimodal Studies, quality assurance is carried out at staff conferences and subject meetings, as well as through ongoing dialogue with students, formalised in course evaluations. A programme evaluation is conducted during the fourth semester, and a course evaluation is completed after each course in accordance with Linnaeus University standards. These evaluations are compiled into reports, which are made available to students. The reports also include descriptions of the actions taken to improve the programme and are archived by the department for future follow-up. Students, teaching staff, and representatives from the wider community actively participate in monitoring and developing the programme through a Programme Advisory Board, with the aim of supporting its continuous development so that it meets the needs of society.

The programme is led by a programme coordinator who is responsible for the programme's quality assurance, development, and coordination. A programme council works towards the long-term and strategic development of the programme.

The Faculty of Arts and Humanities has a quality assurance system for monitoring and developing its programmes. An education board prepares programme syllabuses and other quality-related matters – such as degree-awarding powers and programme offerings – before decisions are made by the faculty board. Revised and new syllabuses are prepared in syllabus committees before being approved by the head of department. Course and programme offerings are reviewed regularly as part of the faculty's systematic quality assurance.

Degree

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 degree.

Those who complete the master's programme in intermedial and multimodal studies can obtain the following degree:

Degree of Master of Arts with Specialisation in Intermedial and Multimodal Studies
Main field of study: Comparative Literature

Filosofie masterexamen med inriktning mot intermediala och multimodala studier
Huvudområde: Litteraturvetenskap

The degree certificate is issued in two languages (Swedish and English). A Diploma Supplement in English is enclosed with the degree certificate.

Other Information

The teaching is conducted both on-site and online (live-streamed and recorded). The programme allows for study abroad, international placements, and/or elective courses

totalling 30 credits in Semester 3, year 2.

In the event of any discrepancies between the Swedish and English versions of this programme syllabus, the Swedish version takes precedence.