



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.

The programme syllabus is valid from autumn semester 2024.

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 master's programme in the main field of comparative literature. The programme aims to provide an in-depth understanding of the interaction between people, between media, and between people and media. Students employ analytical tools and develop both their theoretical understanding and interdisciplinary skills concerning the significance of media in today's complex world of media and communication.

The range of courses in the programme aims to elucidate the constant interplay that language and literature have with other semiotic resources and media, and is thoroughly interlinked with scholarly and methodological connections to the societal challenges we are currently facing. What role do spoken or written words and stories play in an era where we combine text, speech, image, and sound across time and space, and where audiovisual storytelling in the form of films and TV series holds a dominant position? The courses are furthermore conducted in collaboration with the university's centre of excellence in intermediality, which has strong societal links. The courses in intermediality and multimodality bridge the main field of study with film studies,

musicology, art and visual studies, media and communication studies, and modern languages. This provides a solid foundation for doctoral studies and prepares students to work both 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 an overview of the field and in-depth knowledge in the area represented in their independent project (the master's thesis), and show insight into the current research debate in the interdisciplinary field
- exhibit knowledge and understanding of general theory, terminology, and methodology in master's level intermedial and multimodal studies, along with advanced methodological skills in the thematic focus that characterises the

independent project (the master's thesis)

- assess and apply relevant scholarly and societal aspects in their studies based on intermedial and multimodal perspectives, and demonstrate awareness of ethical aspects in research work
- demonstrate insight into the possibilities and limitations of research, its integrated role in society, and people's responsibility for how it is used, especially in the context of intermedial and multimodal studies
- exhibit the ability to critically, independently, and creatively identify and formulate research questions; to plan and carry out sophisticated tasks within given time frames using intermedial methods, thereby contributing to knowledge development; and to evaluate their work
- show developed capability to critically assess and discuss both contemporary media phenomena and their own work.

Content

The programme's main field of study is comparative literature specialising in intermediality and multimodality. The programme consists of two years of full-time study, and is led by a programme coordinator who is responsible for quality assurance, development, and coordination of the programme. A programme council works towards the long-term and strategic development of the programme. Course coordinators are responsible for ensuring that course evaluations are conducted at the end of each course, and that evaluation results are communicated back to the student group.

Programme overview

The programme spans four semesters (120 credits), during which students undertake a mix of compulsory, elective, and optional modules, with at least 60 credits in the main field of comparative literature studies. The master's thesis within the main field of study constitutes one semester's work, worth 30 credits. The programme starts with two semesters of courses profiled to the programme, aiming to provide an in-depth understanding of intermediality and multimodality – their history, and their theories and methods. In summary, 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 the relationships and interactions between different 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 an intermedial and multimodal point of view. 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 have the option to study or do a placement abroad or take 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 integrations and transformations in media communication, for instance, in literature, film, visual arts, advertising, journalism, and more.

*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, video 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 studies, 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 studies, 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 studies, or in some other subject.

Elective thematic course 4, 7.5 credits (AIN)

Students choose an elective thematic module within the main field of comparative literature studies.

Alternatively, students may choose to replace two elective modules in semester 2 with writing a master's thesis of 15 credits within the main field of comparative literature, leading to a 60-credit master's degree.

Year 2, Semester 3

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

Option 1

Study abroad, 30 credits

Students opt to take elective courses at either the bachelor's or the master's level, totalling 30 credits, either within the main field of comparative literature or in other subjects, at one of Linnaeus University's partner universities.

Option 2

Placement abroad, 30 credits

Students can choose to do a placement in administration, teaching, or research during the third semester of the programme, arranged in consultation with the programme coordinator.

Option 3

Students choose to take elective modules at the master's level, totalling 30 credits,

either within the main field of study or in some other subject, at Linnaeus University.

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 job 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 within the information sector, and journalism. It also serves an important role for teaching professions (in Sweden, within primary and secondary education). Additionally, the programme is relevant for students intending to pursue doctoral studies as it prepares for such studies.

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. The teachers 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 researchers. The programme encourages professional development for teachers through teaching within exchange and collaboration agreements at foreign higher education institutions.

The programme adopts an internationalisation perspective as it targets an international student body, seeks to deepen knowledge and practical approaches in relation to media-related global challenges, and is based on internationally leading and current theory and research. Studies or placements abroad within administration, teaching, or research can be undertaken during the third semester of the programme, and are arranged in consultation with the programme coordinator. Students are offered access to the entire range of agreements with foreign universities available at Linnaeus University, as well as a number of specially selected, well-reputed universities with partnership agreements within the programme.

Sustainable societal development

The programme aims to convey a broad knowledge and educational view where sustainable development is discussed in terms of its relevance for each individual course in the programme. The interdisciplinary design of the programme, encompassing

various media cultures (literature, film, music, art, computer games, social media, etc.), encourages new ways of thinking, collaborating, and integrating perspectives on sustainability within climate and environment, democratic issues, and humanity's place in society. How these perspectives are integrated into the programme and examined is specified in the syllabus for each course.

Quality Development

The programme's quality assurance processes are tightly aligned with the university's vision and strategy, as well as with the course syllabi of the programme. These processes are carried out during teacher conferences and subject meetings, and through ongoing discussions with students, which are formalised in course evaluations. A programme evaluation is conducted in the fourth semester, and following each course, a course evaluation is completed according to the standards set by Linnaeus University. Evaluations are compiled into reports, which are made accessible to the students. The reports also include descriptions of any improvement measures made, and are archived by the department for further follow-up. Students, teachers, and representatives from the wider community actively participate in monitoring and developing the programme through a Programme Advisory Board, the purpose of which is to assist in the continuous development of the programme to meet societal demands. The programme is led by a programme coordinator who is responsible for quality assurance, development, and coordination of the programme. A programme council works for the long-term and strategic development of the programme. The Faculty of Arts and Humanities has a quality system for monitoring and developing its educational programmes. An education council prepares programme syllabuses and other matters relating to quality issues such as degree-awarding powers and programme offerings before decisions are made by the faculty board. Revised and new syllabuses are prepared in a syllabus committee before a decision on approval is made by the head of department. A thorough review of the range of courses offered takes place regularly as part of the faculty's systematic quality work.

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:

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

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

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 during 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.