

Media and Communication Studies 1-2, basic course

Single subject and programme course

60 credits

Medie- och kommunikationsvetenskap 1-2,
grundkurs

738G01

Valid from: 2010 Spring semester

Determined by

Date determined

2007-10-05

Offered for the last time

Autumn semester 2021

Replaced by

738G32

Main field of study

Media and Communication Studies

Course level

First cycle

Advancement level

G1X

Intended learning outcomes

On completion of the course, the student should be able to

- account for the history of mass media, journalism and communication, and their respective function and role in contemporary society,
- account for current theories and research in the field of mass media, particularly theories/research that concerns mass media in relation to popular culture and the public sphere/democracy,
- account for theories/models/methods used to understand, explain and analyse (particularly methods for analysing the contents and language of the media),
- describe the practice and ethics of journalism, for example the news process,
- define and illustrate freedom of speech and the principle of public access to official documents,
- account for differences and similarities between different genres of spoken and written communication in the mass media,
- demonstrate an understanding of the basics of knowledge theory,
- independently be able to reflect on and analyse media contents and media processes,
- compare and discuss differences between different forms of media,
- carry out and, orally and in writing, present a limited own research assignment,
- review and discuss own and others' scientific texts,
- take a critical approach to the knowledge field of media studies,
- demonstrate awareness of how own values and positions influence the assessment of mass media issues,
- reflect in groups and, under supervision, process and test own approaches.

Course content

The courses cover the central theoretical perspectives in the field, both in the form of a general orientation and additional advanced studies. The studies include the economic and political conditions of both media and communication, as well as various other conditions, such as their relations of production, their contents and modes of expression, and their importance in the daily lives of people and in

society in general, e.g. the role of the media in the so called public discourse. The contents are divided into five modules.

Semester 1:

Module 1: The Media and Communication Society in Perspective, 15 HE credits
The module contains general perspectives on and theories of media and communication. Covered here are both basic media history concerning traditional mass media (press, radio, television) and perspectives on the modern media society (digital television, online magazines, etcetera). The final part of the course places specific focus on news distribution and journalism in various media. Legislation and practice concerning freedom of speech, ethics, freedom of press and the principle of public access to official documents in (the journalistic) Sweden are also covered. On completion of this module, the students should have gained an overview of the field of media and communication studies, with a specialisation in theories that cover human and mediated communication. The module functions as a basis for the continued studies and several of the perspectives that are covered here will be covered more in depth in later modules.

Module 2 - The Language and Contents of Media, 15 HE credits
The module is directed towards understanding of communicative processes in the mass media and of differences and similarities between different genres of spoken and written communication. More specifically, the course contains an overview of some of the most common analytical methods of examining and interpreting the language and contents of the media. The module covers quantitative contents analysis, text and discourse analysis, image analysis, conversation analysis, narrative analysis and rhetorical analysis. The emphasis is on application of the methods. The students' own written production and their critical reviews of their own and others' texts are fundamental.

Semester 2:

Module 3 - Media, Communication and Culture, 7.5 HE credits
A mainly theoretically and methodologically oriented module that relates to cultural theory, media sociology and concepts such as identity, taste, life style, everyday life and community
The module covers reception of, among other things, television entertainment, Internet and other forms of popular culture. Contemporary popular culture is related to historical precursors, texts, and form structures are analysed, as well as usage in subcultures and everyday life. The module also contains parts that concern scientific method for studies of contemporary culture/popular culture.

Module 4 - Media, Communication and the Public Sphere, 7.5 HE credits
This module is focused on the role of the mass media in the public discourse and the mass media in relation to different public institutions in society, such as politics, economics, education, science, etcetera. This module provides a historical description of the emergence and importance of the public discourse. Different theoretical perspectives on media, democracy, power and politics are presented.

Module 5 - Essay and Method, 15 HE credits

The module consists of two parts; method/theory of knowledge and essay. During the first part, methods of analysis in communication science are presented and an introduction to theory of knowledge is given. During the second part of the module, the students write an essay, in pairs and with the support of a supervisor, on a level for continuation courses (B level) that is examined in seminars with standard public discussion.

Teaching and working methods

The teaching takes the form of lectures, seminars and group discussions. The students prepare individually and in groups for the lectures and seminars through studies of literature, group discussions and work with specific seminar assignments. As a part of the thesis work, supervision sessions with the teacher are included.

Examination

The forms of examination vary, depending on the module.

Each module includes a take-home examination and compulsory seminars.

Module 1: Take-home examination and group assignments for the seminars.

Module 2: Take-home examination, and critical reviews of other students' work and group assignments for the seminars. Module 3: Continuous examination, based on written assignments, at the compulsory seminars. Module 4: Take-home examination and group assignments for the seminars. Module 5: Written assignment. Thesis work and review of other students' work, and group assignments for the seminars is also included.

If the LiU coordinator for students with disabilities has granted a student the right to an adapted examination for a written examination in an examination hall, the student has the right to it. If the coordinator has instead recommended for the student an adapted examination or alternative form of examination, the examiner may grant this if the examiner assesses that it is possible, based on consideration of the course objectives.

Students failing an exam covering either the entire course or part of the course twice are entitled to have a new examiner appointed for the reexamination.

Students who have passed an examination may not retake it in order to improve their grades.

Grades

Three-grade scale, U, G, VG

Other information

Planning and implementation of a course must take its starting point in the wording of the syllabus. The course evaluation included in each course must therefore take up the question how well the course agrees with the syllabus. The course is carried out in such a way that both men's and women's experience and knowledge is made visible and developed.

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Department

Institutionen för kultur och samhälle