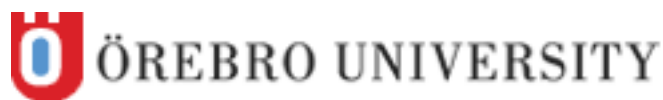


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**This course syllabus is discontinued or replaced by a new course syllabus.**

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## Course Syllabus

School of Humanities, Education and Social Sciences

### Analysing Media and Communication, 15 Credits

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<b>Course Code:</b>	MK025G	<b>Subject Area:</b>	Field of Humanities
<b>Main Field of Study:</b>	Media and Communication Studies	<b>Credits:</b>	15
<b>Education Cycle:</b>	First Cycle	<b>Subject Group (SCB):</b>	Media and Communication Studies
<b>Established:</b>	2016-11-29	<b>Progression:</b>	G1F
<b>Valid from:</b>	Autumn semester 2018	<b>Last Approved:</b>	2018-03-27
		<b>Approved by:</b>	Head of School

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### Aims and Objectives

#### General aims for first cycle education

First-cycle courses and study programmes shall develop:

- the ability of students to make independent and critical assessments
- the ability of students to identify, formulate and solve problems autonomously, and
- the preparedness of students to deal with changes in working life.

In addition to knowledge and skills in their field of study, students shall develop the ability to:

- gather and interpret information at a scholarly level
- stay abreast of the development of knowledge, and
- communicate their knowledge to others, including those who lack specialist knowledge in the field.

(Higher Education Act, Chapter 1, Section 8)

#### Course Objectives

Knowledge and understanding

After completed studies, the student shall show

- Knowledge of the scientific and methodological key concepts and how these are used in quantitative and qualitative research, and
- Increased knowledge of how meanings are created in text and context.

Skills and Abilities

After completed studies, the student shall be able to

- Define a research problem and formulate research questions,
- Apply relevant methods to analyze a research problem,
- Draw well-supported conclusions from their own studies and reflect on their contribution to the subject, and
- Work together with other students in a productive manner and communicate knowledge effectively, both orally and in writing.

Evaluation and approach

After completed studies, the student shall be able to

- Critically review and evaluate media texts,
- Argue how a particular theory and method are suitable for their own research project, and
- Evaluate researchers' and students' texts from the following criteria: Aim / research questions, the suitability of theories and methods, study design, conclusions, and contributions to new

knowledge.

## Main Content of the Course

In this course, students practice and develop their ability to identify and analyse various communication-related problems. The module introduces how media and communication research can be carried out. It deals with the relationship between theory and method, how to formulate something interesting to study, and how such a project can be implemented. We also go into certain principles of quantitative studies that deal with large data sets, and qualitative studies that deal with a more limited material in detail. The module also highlights the strengths and weaknesses of different methods, and how to write in the scientific genre. Through practical exercises and two projects, students develop their ability to perform analysis of different types of media content.

## Teaching Methods

Teaching may be conducted in the form of lectures, seminars, work-shops, group work, field studies, excercises, and/or web-based discussions.

Students who have been admitted to and registered on a course have the right to receive tuition and/or supervision for the duration of the time period specified for the particular course to which they were accepted (see, the university's admission regulations (in Swedish)). After that, the right to receive tuition and/or supervision expires.

## Examination Methods

*Methodology and Research Methods I*, 2 Credits. (Code: 0100)  
Blackboard examination.

*Methodology and Research Methods II*, 2 Credits. (Code: 0200)  
Written assignments.

*Quantitative Study*, 5.5 Credits. (Code: 0300)  
Quantitative study, defence and opposition.

*Qualitative Study*, 5.5 Credits. (Code: 0400)  
Qualitative study, defence and opposition.

Examination deadline

If the deadline for the examination is exceeded, the examiner will decide how the examination should be conducted and, when applicable, set the timeframe for it.

Supplementary assignments for a passing grade

The examiner may decide that a student who has not received a passing grade for the course may submit supplementary assignments instead of taking a re-examination. Supplementary assignments should be submitted to the lecturer within 1 week after the student is notified of the failing grade.

For further information, see the university's local examination regulations (in Swedish).

## Grades

According to the Higher Education Ordinance, Chapter 6, Section 18, a grade is to be awarded on the completion of a course, unless otherwise prescribed by the university. The university may prescribe which grading system shall apply. The grade is to be determined by a teacher specifically appointed by the university (an examiner).

According to regulations on grading systems for first- and second-cycle education (vice-chancellor's decision 2010-10-19, reg. no. CF 12-540/2010), one of the following grades is to be used: fail, pass, or pass with distinction. The vice-chancellor or a person appointed by the vice-chancellor may decide on exceptions from this provision for a specific course, if there are special reasons.

Grades used on course are Fail (U), Pass (G) or Pass with Distinction (VG).

*Methodology and Research Methods I*

Grades used are Fail (U), Pass (G) or Pass with Distinction (VG).

*Methodology and Research Methods II*

Grades used are Fail (U) or Pass (G).

*Quantitative Study*

Grades used are Fail (U), Pass (G) or Pass with Distinction (VG).

*Qualitative Study*

Grades used are Fail (U), Pass (G) or Pass with Distinction (VG).

In order to obtain the final course grade Pass with Distinction (VG), the grade VG is required for 7.5 credits.

The grades will be translated to the ECTS grading scale.

For further information, see the university's local examination regulations (in Swedish).

## **Specific entry requirements**

30 Credits in Social Sciences or Humanities.

For further information, see the university's admission regulations (in Swedish).

## **Transfer of Credits for Previous Studies**

Students who have previously completed higher education or other activities are, in accordance with the Higher Education Ordinance, entitled to have these credited towards the current programme, providing that the previous studies or activities meet certain criteria.

For further information, see the university's local credit transfer regulations (in Swedish).

## **Other Provisions**

The course is given in English.

## **Transitional Provisions**

Should the course undergo changes to such an extent that it is not possible to examine the student in accordance with this course syllabus, opportunities for special examination sessions will be provided in accordance with the university's local guidelines. If this occurs, the university will inform the students involved.

## **Reading List and Other Teaching Materials**

### **Required Reading**

Machin, David, & Mayr, Andrea (2012)

*How to do critical discourse analysis: A multimodal introduction.*

London: Sage

Riffe, Daniel, Lacy, Stephen & Fico, Frederick (2014)

*Analyzing media messages: Using quantitative content analysis in research*

London: Routledge

### **Additional Reading**

Bryman, Alan (Most recent edition)

*Social Research Methods*

Oxford: Oxford University Press

Frey, Larrence R., Botan, Carl H. & Kreps, Gary L. (2nd edition)

*Investigating communication: An introduction to research methods*

Boston: Allyn & Bacon

**Additions and Comments on the Reading List**

Tidskriftsartiklar, vetenskapliga bokkapitel, och onlinematerial om ca 300 sidor kan tillkomma, samt videokurser och handledning från [www.lynda.com](http://www.lynda.com).  
Kostnader kan tillkomma för prenumeration på Lynda.com för foto, Photoshop, och ljud/video-inspelning och redigering.

Research articles, chapters in research volumes, and online material of about 300 pages may be added, and video tutorials from [www.lynda.com](http://www.lynda.com).  
An additional expense may apply for Lynda.com subscription for news photography, Photoshop, and audio/video recording/editing tutorials.