



## DEPARTMENT OF JOURNALISM, MEDIA AND COMMUNICATION

### **MK1603 Opinions in a Mediatized Society. PR, Journalism and Public Opinion, 7.5 credits**

Opinioner i ett medialiserat samhälle. PR, journalistik och allmän opinion, 7,5 högskolepoäng

*First Cycle*

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#### **Confirmation**

This course syllabus was confirmed by Faculty of Social Sciences on 2011-04-26 and was last revised on 2020-03-26 by Department of Journalism, Media and Communication to be valid from 2020-03-26, autumn semester of 2020.

*Field of education:* Social Sciences 100%

*Department:* Department of Journalism, Media and Communication

#### **Position in the educational system**

*Main field of studies*

Media and Communication Studies

*Specialization*

G1F, First cycle, has less than 60 credits in first-cycle course/s as entry requirements

#### **Entry requirements**

30 higher education credits in the area of social sciences, e g Media and Communication Studies, Political science or Sociology.

#### **Learning outcomes**

After completion of the course the student is expected to have

##### *A. Knowledge of*

1. Various media systems in an international and historical context.
2. The conditions framing media production and the role of journalism

3. Theories of power and democracy and how these are linked to journalism and media content

#### *B. Skills and abilities*

1. To perform a theoretically grounded analysis of the way societal power relations are played out in various texts; to trace, understand and examine ideological elements in journalism today
2. To outline an informed discussion on the structural conditions of journalistic work and how this relates to the role of media in a democracy.

#### *C. Ethics and evaluation*

1. Critically assess contemporary journalistic development on a basis of democratic principles.

### **Course content**

The aim of the course is to acknowledge the role media and journalism play in democratic societies. The course focuses the importance of, and the linkage between, conditions for media production and media content. It furthermore elucidates structural factors regulating the role of media in the public sphere, and examines journalistic content from a discourse analysis perspective.

The course is built on lectures, academic exercises and seminars.

### **Form of teaching**

Main teaching methods are lectures, workshops and seminars.

*Language of instruction:* English

### **Assessment**

The course grade is based on two submissions:

- 1) Discourse analysis (both written and oral presentation)
- 2) Individual course paper

If the course has been discontinued or major changes have been made a student is guaranteed at least three examination occasions (including the ordinary examination occasion) during a time of at least one year from the last time the course was given. The student is assessed through oral and written assignments. A student who has failed a test

twice has the right to change examiners, if it is possible. A written application should be sent to the Head of Department.

**Grades**

The grading scale comprises: Pass with Distinction (VG), Pass (G) and Fail (U).

To obtain the grade Pass for whole the course, the grade Pass both assessments is required. To obtain the grade Pass with Distinction for the whole course, Pass with Distinction on the individual course paper is also required.

**Course evaluation**

The course coordinator guarantees that the students points of views are considered regularly and systematically at the end of the course. Results of course evaluations are communicated to previous and future students.