



**HÖGSKOLAN I GÄVLE**

**PROGRAMME SYLLABUS**

**FIRST CYCLE**

**STUDY PROGRAMME IN MEDIA AND  
COMMUNICATION**

Programme Code: HGIFK

Established by the Board of Humanities, Care and  
Social Sciences 2008-08-27

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Social Sciences 2009-03-10

## **Programme Syllabus**

### **Study Programme in Media and Communication, 180 HE credits**

*(Informatörsprogrammet)*

**This programme syllabus applies to students admitted to  
the autumn semester of 2010 or later.**

# **STUDY PROGRAMME IN MEDIA AND COMMUNICATION at Högskolan i Gävle**

## **1 General Arrangement**

The programme results in a bachelor's degree with media and communication studies as the main field of study.

Students who have studied the programme are expected to be able to work in information and communication in businesses, organisations and public authorities. Public information officer, market communicator, media analyst, media consultant are examples of different relevant occupational titles. In other respects, the programme prepares for a broad labour market.

The Study Programme in Media and Communication provides a broad and comprehensive education in communication, with elements of rhetorics, which provides analytical and concrete knowledge in the art of communicating, in project management and organisation that exercises the ability to manage and run projects, both internally and externally in various types of activities, and courses in the media's different modes of expression, visual communication, which provides knowledge of different media's communicative possibilities and limitations. The courses in the main field of media and communication studies are mainly theoretical, but with elements of applications and proficiency exercises.

The education meets the entry requirements for second-cycle studies, for example the master's programme in media and communication studies, 60 HE credits.

## **2 Expected Learning Outcomes**

### **2.1 Expected Learning Outcomes According to the Higher Education Act<sup>1</sup>**

First-cycle studies should essentially expand upon the knowledge acquired by pupils in national or specially designed programmes in upper-secondary school, or equivalent knowledge. However, the Government may give exemptions regarding programmes in fine, applied and performing arts.

First-cycle studies should develop the students

- ability to make independent and critical assessments,
- ability to independently discern, formulate and solve problems, and
- readiness to address changes in the working life.

Within the field of the education, the students should, in addition to knowledge and skills,

- follow the knowledge development, and
- exchange knowledge also with individuals without expertise in the area.

### **2.2 Expected Learning Outcomes According to the Higher Education Ordinance, Appendix 2**

One aim of the education is for the student to exercise the ability to independently

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<sup>1</sup> chapter 1, section 7, 8 (SFS 1992:1434)

identify, analyse and solve communication problems, and with a scientific approach, be able to relate to the contents of different media. To carry out market research and strategic considerations and have so-called purchasing competence is part of the public information officer's task. The education is therefore organised so that proficiency exercises are alternated with theoretical studies in different projects.

### ***Knowledge and Understanding***

For a bachelor's degree, the student should

- demonstrate knowledge and understanding of the main field of study of the education, including knowledge of the disciplinary foundation of the field, knowledge of applicable methods in the area, specialisation in some part of the field and orientation in current research.

### ***Skills and Abilities***

For a bachelor's degree, the student should

- demonstrate the ability to search, collect, evaluate and critically interpret relevant information in a problem, and to discuss phenomena, issues and situations,
- demonstrate the ability to independently identify, formulate and solve problems and to carry out assignments within given periods of time,
- demonstrate the ability to account for and discuss information, problems and solutions in dialogue with different groups, orally and in writing, and
- demonstrate the skills required to work independently within the field of the education.

### ***Judgement and Approach***

For a bachelor's degree, the student should

- demonstrate the ability to make assessments with consideration to relevant scientific, social and ethical aspects, within the programme's main field of study
- demonstrate an understanding of the role of knowledge in society and of people's responsibility for how it is used, and
- demonstrate the ability to identify the own need of additional knowledge and to develop the own skills.

## **2.3 Specific Expected Learning Outcomes for the Programme**

After completed education, the student should

- be able to independently identify, analyse and solve communication problems, and with a scientific approach, be able to relate to the contents of different media.
- have knowledge of the importance of media technology and social change for public meaning formation and public relations
- be able to make market research and strategic considerations and have purchasing competence.

### **3 Description of the Programme**

#### **3.1 Main Field of Study**

Within the main field of media and communication studies, the mediated communication in society and its different meanings and functions are studied. It includes studies of the external conditions of media and the production conditions, their contents and modes of expression and their influence and importance both in society in general, for different groups and for individuals. The study of media, such as press, radio, television and computer media of different kinds are in focus, but also other kinds of technology and forms of communication are discussed. The main field of study is based on theories and methods developed within both humanistic and social-science disciplines and traditions, and includes several different research traditions.

#### **Description of Courses/Course Modules**

##### **Basic Courses**

###### **Semester 1**

###### *Media and Communication Studies A*

The courses provide a basic orientation in the research fields of media and communication studies, based on both cultural-theoretical and social-science traditions. The departments, audiences, aesthetic expressions and public discussions of the media are discussed from different perspectives. With the starting-point in concepts such as publicity, diversity and renewal, the historical emergence and changes of the media are studied, both internationally and nationally, as well as ideas of public arenas and discussions in different contexts. Theories about the audience and their development, from the previous turn of the century up until today have a central role: the theories of effects research, critical theory, publicity theory, cultural studies and feminist media research are introduced.

Theories of style, interpretation, genre and aesthetic expressions are introduced, where special emphasis is placed on analysis of narrative media. Also the aesthetic dimensions of computer mediated communication are studied by focusing on how the aesthetic conventions and traditions of the traditional media continue to exist and be integrated in digital hypermedia.

The first semester also introduces the research field of risk communication, with focus on media's image of uncertainty, risk and threat, and how different actors, such as public authorities and private companies, communicate their activities and existence.

###### **Semester 2**

###### *Rhetorics A*

The course is intended for those who want to develop efficient communication skills for public meaning formation or presentation technique, and who want to understand the basics of all linguistic influence. The students initially learn the elementary tools and concepts of rhetorics. These tools are used both to analyse written and oral presentations and to teach the students to communicate different subjects and to various types of target groups, and the general conditions for linguistic and visual communication is also examined. The subject of rhetorics

creates an understanding of the historical, political and cultural contexts where rhetorics has developed.

### Semester 3

#### *Internal Communication.*

During the third semester, communication is studied on interpersonal, organisational and mediated level, through studies of basic concepts and in case studies. The possibilities and acting space of project management and intrapreneurship, and relations between associates in knowledge organisations are studied and discussed. In historical retrospect, ideas of the importance of communication for the organisation and changes of the working life and society are reviewed. Modern organisational principles are compared with post-modern organisational forms and strategies. Central themes are the individual in the organisation and the role of communication in organisational change.

### Semester 4

#### *External Communication.*

During the fourth semester, external communication is studied. The relation between the media, the citizens and the public authorities, or other senders, regarding different influence processes are examined in the course. The starting point is the economic, social, cultural and political conditions of the external communication. Mediated campaigns with the purpose of changing the receivers' knowledge, attitudes, values or behaviours are examined, both in case studies and through the planning of different information initiatives.

Visual communication directs the focus towards the function and expression of the image in different medial contexts, with special emphasis on advertising, PR and information in a wider sense. Studies of typographical concepts provide knowledge of the importance of typography in different media and systems of regulations. Exercises in analysing and producing graphic design and images provide practical useful knowledge, while an independent and critical approach is practised.

### **Continuation Courses**

#### Semester 5

#### *Media and Communication Studies B*

Here, the students are given an orientation in the relation between theory and method within the field of media and communication, and in different methods for analysing and examining images and other media texts, with starting points both in humanistic and social-science traditions. In the course, there is specific focus on media analysis and quantitative studies, such as opinion polls and studies of people's media usage. The semester ends with an essay, where basic scientific procedures are applied.

### **Advanced Courses**

#### Semester 6

#### *Media and Communication Studies C*

In this course, media and cultural theory are studied, which give the students advanced knowledge in central theories of the relation between media, culture and society. This relation is studied from both an institutional and discursive perspective, as well as with a focus on reception and representation. The course

has a specific focus on the television and a stated and extended gender perspective. There are also advanced studies in the scientific methods used in media research with specific focus on discourse analysis. The bachelor's thesis of 15 HE credits consists of an independent academic work in one of the research fields of media and communication studies.

### **3.2 Teaching and Examination**

In the programme, teaching and learning stimulating independence in knowledge acquisition, problem formulation and problem-solving is applied. It means that constant reflection on the knowledge production is integrated in the education, e.g. through laboratory sessions and project work.

The teaching is given as lectures, seminars and individual assignments and/or group assignments.

During the education, the students' acquired knowledge and skills are documented in a so-called portfolio that shows the progression in the studies. The portfolio should show that the student has practised different medial modes of expression, in words and image/film and in accordance with both academic traditions and public relations.

### **3.3 Student Influence**

The programme is linked to a council for educational affairs, which consists of representatives from the working life, teachers and students. The council is advisory, and the faculty programme director is the chairman. Gefle Student Union appoints student representatives.

### **3.4 Internationalisation**

Internationalisation means that the students on the programme are provided with a study environment characterised by contact with the international research society. It is carried out both through continuously updated study plans and course syllabi regarding research, and through the teachers constantly being in contact with international research and the development in relevant subject areas.

The students have the opportunity of locating a part of their studies abroad.

### **3.5 Sustainable Development**

There are no direct elements of sustainable development in the recommended part of the programme.

## 4 Courses in the Programme

F = First Cycle

<b>Year 1.</b>				
<b>Period</b>	<b>Course Name</b>	<b>HE credits</b>	<b>Level</b>	<b>Main Field of Study/ Main Subject</b>
1:1	Introduction	7.5	A/F	MCS
1:1	Media, Audience and The Public	7.5	A/F	MCS
1:2	Media Aesthetics	7.5	A/F	MCS
1:2	Risk Communication	7.5	A/F	MCS
1:3-4	Rhetorics	30	A/F	Rhetorics

<b>Year 2.</b>				
<b>Period</b>	<b>Course Name</b>	<b>HE credits</b>	<b>Level</b>	<b>Main Field of Study/ Main Subject</b>
2:1	Project Management 1-2	15	A/F	MCS
2:2	Organisational Communication	15	A/F	MCS
2:3	Visual Communication	7.5	B/F	MCS
2:3	Typographic Design for Digital Media	7.5	B/F	MCS
2:4	Communication Management	15	B/F	MCS

<b>Year 3.</b>				
<b>Period</b>	<b>Course Name</b>	<b>HE credits</b>	<b>Level</b>	<b>Main Field of Study/ Main Subject</b>
3:1	Media and Communication Theory and Methods	7.5	B/F	MCS
3:1	Text Analysis and Semiotics	7.5	B/F	MCS
3:2	Quantitative Methods	7.5	B/F	MCS
3:2	Essay	7.5	B/F	MCS
3:3	Cultural Theory	7.5	C/F	MCS
3:3	Specialisation	7.5	C/F	MCS
3:4	Thesis	15	C/F	MCS

## 5 Entry Requirements

Qualified for the Study Programme in Media and Communication are those who fulfil the conditions for general entry requirements for higher education first-cycle studies stated in the Higher Education Ordinance.

## 6 Grades

Grades are given for courses included in the programme, according to the current course syllabus.

## **7 Examination Regulations**

### **7.1 Title of Qualification**

Bachelor of Arts

*Filosofie kandidatexamen*

### **7.2 Qualification Criteria**

A bachelor's degree is achieved when the student has successfully completed required courses of 180 HE credits with a certain specialisation decided by each higher education institution, including at least 90 HE credits in a progressive specialisation within the main field of study for the education.

For a bachelor's degree, the student must have successfully completed an individual assignment (degree project) of at least 15 HE credits within the framework of the required courses and the programme's main field of study.

### **7.3 Degree Certificates**

Students who fulfil the requirements for higher education qualification will receive degree certificates on request.