

The Academic Board of Cand. negot. Studies

**Media and Communication Theory**

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Teaching language: English

Exam activity id: 7063252

Examination language: English

Periode: Autumn 2017

Grading: Internal grading

Assessment: Grade

Offered in: Odense.

Teaching activity id: 7063251

ECTS / weighting: 10

Approved: 22-01-2015

**Programmes:**

M.Sc. in International Business, Language and Culture, Graduate  
, mandatory/elective subject. Offered in: Odense.

**Subject director:**

Teaching Associate Professor Christian Ø. Heyde-Petersen, Department of Language and Communication  
Associate Professor Anders Hougaard, Department of Language and Communication

**Content - Key areas:**

Students should be introduced to central theories and approaches concerning for instance psychological, cognitive, cultural and social aspects of media and communication.

Supervision is provided in how to reflect on and assess the applicability of these theories in relation to a set of dimensions (for example media and society, media and culture, media and trust, media and globalisation, media and politics, media and cognition). Concrete empirical studies should be read with a view to making a critical examination of their theoretical and methodological coherence.

**Goals description:**

The teaching will focus on the key learning objectives listed below. This is supported by the selected exam form, which promotes and examines the students' knowledge, skills and competencies in the following points:

**Knowledge**

The student must acquire knowledge of significant theories and methodologies concerning communication and media.

**Skills**

The student must

- demonstrate the ability to reflect and assess independently on the explanatory value of significant theories and methodologies concerning communication and media
- be able to make a critical assessment of theory and empirical work concerning communication and media from a theoretical and methodological viewpoint

**Competences**

For the examination students must be able to independently define, plan, organize and execute a small-scale academic project.

**Time of classes:**

Tuesday from 8 to 11 (Anders Hougaard)

Changes may occur.

**Scheduled classes:**

3 hours per week in the 1st semester (Arabic line: 2nd semester).

Weighting: 10 ECTS

**Form of instruction:**

Teaching takes the form of lectures, exercises and student presentations. The language used is English. The teaching is planned and performed in a way that supports active learning and activating teaching. Different types of activity are implemented in accordance with the principles of the Humanities model in § 14. At the beginning of the course the teacher informs the students of the plan for the study activities.

Reservation is made for changes in size of groups, rooms and other practical circumstances.

**Time of examination:**

With reference to the stipulations of the grading system and taking account of the form of examination and the level of the postgraduate course, emphasis is placed on the degree to which the students' performance lives up to the aims and objectives described above. In addition emphasis is placed in the assessment on the degree to which students have mastered the general competences described in § 1, in particular items 2, 5-7, 10, 13 and 14.

**Literature:**

The syllabus comprises a maximum of 1200 standard pages.

**Form of examination:**

Examination form: an open written home assignment. The topic should be approved by the supervisor/teacher.

Number of pages 10 – 15 standard pages

Multiple participants: possible, provided that each individual participant's work stands and can be assessed on its own.

Second examiner: none

Assessment: 7-point grading scale

Weighting: 10 ECTS

**Comments:**

MA 2017