



## COURSE SYLLABUS

# Master Thesis in Media and Communication, 15 credits

*Master Thesis in Media and Communication, 15 högskolepoäng*

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<b>Course Code:</b> LMTT23	<b>Education Cycle:</b> Second-cycle level
<b>Confirmed by:</b> Nov 22, 2022	<b>Disciplinary domain:</b> Social sciences
<b>Valid From:</b> Spring 2023	<b>Subject group:</b> MK1
<b>Version:</b> 1	<b>Specialised in:</b> A1E
	<b>Main field of study:</b> Media and Communication Science

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### Intended Learning Outcomes (ILO)

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

Knowledge and understanding

- explain how sustainable communication theories can be applied to understand concrete problems and situations
- independently formulate research questions within the field of sustainable communication

Skills and abilities

- use databases for academic information search
- design and conduct an academic project, applying and reflecting upon theories and concepts

Judgement and approach

- analyse and evaluate scientific work from a critical perspective
- critically reflect upon and discuss other students' academic work
- assess and evaluate different methodologies and theories within media and communication studies and their applicability in a specific project

### Contents

- Pro memoria writing and research design
- Empirical data collection and analysis
- Writing of a scientific thesis
- Critical analysis of scientific texts
- Academic argumentation
- communication project writing
- project planning
- design of communication projects
- research design
- academic writing and argumentation
- critical analysis of scientific literature

### Type of instruction

Tuition is in the form of seminars about students' thesis manuscripts and supervision individually and/or in groups.

A digital learning platform is used.

Students who have been admitted to and registered on a course have the right to receive instruction/supervision for the duration of the time period specified for the particular course to which they were accepted. After that, the right to receive instruction/supervision expires.

The teaching is conducted in English.

### **Prerequisites**

Second-cycle courses equivalent to 15 credits in Media and Communication Sciences, for example Sustainability and Communication, 15 credits, or Media in the Digital Age – Participation, Power and (In)Equality, 7.5 credits, and Transmedia Storytelling and Design, 7.5 credits.

### **Examination and grades**

The course is graded A, B, C, D, E, FX or F.

The grades A, B, C, D and E are all passing grades. For courses with more than one element of examination, students are given a final grade based on an overall assessment of all the elements included in the course. The final grade of the course is issued only when all elements of examination have been passed.

The examination is based on instruction and course literature.

To receive the final grade of A the student must demonstrate clear and strong evidence of current knowledge and debates relevant to the research project. Clear and strong evidence of deep understanding of the research process for the current level. Strong evidence of deep knowledge about how to apply theory in research. Strong evidence of deep knowledge about how to use methods in research and how to evaluate research quality. Clear and strong evidence of critical appreciation of sources used. Strong evidence of the ability to think independently, originally and critically.

To receive the final grade of B the student must demonstrate clear evidence of current knowledge and debates relevant to the research project. Good understanding of the research process for the current level. Strong evidence of deep knowledge about how to apply theory in research. Strong evidence of knowledge about how to use methods in research and how to evaluate research quality. Ability to critically assess sources. Ability to think independently, originally and critically.

To receive the final grade of C the student must demonstrate evidence of understanding current

debates relevant to the research project. Strong evidence of adequate understanding of the research process for the current level. Strong evidence of knowledge about how to apply theory in research. Strong evidence of knowledge about how to use methods in research and how to evaluate research quality. Evidence of critical appreciation of sources used. Attempts to think independently, originally and critically, with mainly successful results.

To receive the final grade of D the student must demonstrate awareness of current debates relevant to the research project. Evidence of adequate understanding of the research process for the current level. Evidence of knowledge about how to apply theory in research. Evidence of knowledge about how to use methods in research and how to evaluate research quality. Evidence of critical appreciation of sources used. Attempts to think independently and critically, with mainly successful results.

To receive the final grade of E the student must demonstrate sufficient knowledge of subject area. Sufficient understanding of the research process for the current level. Evidence of knowledge about how to apply theory in research. Evidence of knowledge about how to use methods in research and how to evaluate research quality. Evidence of critical appreciation of sources used. Attempts to apply critical thinking, with mainly successful results.

Fail grade Fx is attributed when minor improvements are needed to fulfill the requirements that apply for the grade E or when the examination requirements are not fully met. The student shows insufficient evidence of knowledge about how to do research at the current level and of how to apply critical thinking in the research process.

Fail grade F is attributed when major improvements are needed to fulfill the requirements that apply for the grade E. The student shows insufficient evidence of knowledge about how to do research at the current level and of how to apply critical thinking in the research process.

The examination must allow for students to be assessed on an individual basis. Further information concerning assessment of specific intended learning outcomes and grading criteria is provided in a study guide distributed at the beginning of the course.

Students are guaranteed a minimum of three attempts to pass an examination, including the regular attempt.

If a student has failed the same examination three times, the student is entitled to request that the next examination be assessed and graded by a new examiner. The decision to accept or reject such a request is made by the vice dean of education. A student may not make a second attempt at any examination already passed in order to receive a higher grade.

In case a course is terminated or significantly altered, examination according to the earlier syllabus shall be offered on at least two occasions in the course of one year after the

termination/alteration.

Registration of examination:

Name of the Test	Value	Grading
Master thesis	15 credits	A/B/C/D/E/FX/F

### **Course evaluation**

The instruction is followed up throughout the course. At the end of the course, a course evaluation is performed and commented on by the course coordinator and, if possible, a student representative/student representatives (course developer/s). The evaluation, which is published on the relevant e-learning platform and submitted to the administration, is to function as a basis for future improvements to the course.

### **Course literature**

Chosen in consultation with the supervisor. Minimum 1,500 pages.

Reference literature

#### **Citing Sources – How to Create Literature References**

<http://ju.se/library/search--write/citing-sources---how-to-create-literature-references.html>

#### **The Interactive Anti-Plagiarism Guide – Jönköping University**

Information about plagiarism at higher education institutions

Available on the e-learning platform