



## COURSE SYLLABUS

# Journalism and Media Analysis, 7,5 credits

*Journalism and Media Analysis, 7,5 högskolepoäng*

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Course Code:	LJMA19	Education Cycle:	Basic level
Confirmed by:	Jun 15, 2009	Disciplinary domain:	Social sciences
Valid From:	Autumn semester 2011	Subject group:	MK1
Version:	1	Specialised in:	G1N
		Main field of study:	Media and Communications Science

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### Intended Learning Outcomes (ILO)

On completion of this course, students should

- Define various theories of journalism from an international and Nordic perspective
- Define different types of analytical tools in the study of media texts
- Apply different types of analytical tools in own studies of media texts
- Understand the language of journalism
- Understand and apply the basic tools of journalism

### Contents

- The development of theories of journalism with focus on news values from an international and Nordic perspective
- The language and rhetoric's of journalism
- Interview techniques, research and source critics as basic journalistic tools

### Type of instruction

The course includes lectures, seminars, group work and examination.

The teaching is conducted in English.

### Prerequisites

- General entrance requirements.
- Fluency in English equivalent to at least a 550 (paper-based scale) 213 (computer-based scale) or 79 (internet-based scale) TOEFL score.

Competency in Swedish language is not required. (or the equivalent)

### Examination and grades

The course is graded Fail (U), Pass (G) or Pass with Distinction (VG).

Course Grading and Requirements

- One individual analysis of media texts
- Seminar of interview techniques
- Literature seminar
- Two individual written exams

The grade is translated to the ECTS grading scale (A, B, C, D, E, Fx or F).

Registration of examination:

Name of the Test	Value	Grading
Examination	7.5 credits	U/G/VG

### Course evaluation

The final course evaluation will be done at the end of the course. A mid-evaluation will be conducted as well. The course instructor is responsible to carry out both evaluations.

### Other information

The course is offered within the Media and Communication Program during the second year. The course is a part of the specialisation in Media Production. This specialisation concerns traditional media as well as modern media technology with a special focus on journalism. The courses are theoretical and practical. There is special emphasizes on gender issues, intercultural aspects, sustainability, IT-knowledge and language. The course is also offered to international students. The course language is English.

### Course literature

Conboy, Martin (2004): Journalism, A Critical History, Sage, 225 pages

Høyer, Svennik & Pöttker, Horst (eds): Diffusion of the News Paradigm, Nordicom, 200 pages

Smith, Ron F. (2008): Ethics in Journalism, Blackwell Publishing, 250 pages

Waugh, Evelyn: Scoop, Penguin (nytryck 2003), 224 pages

Articles 100 pages