



COURSE SYLLABUS

Sustainable Communication, 15 credits

Hållbar kommunikation, 15 högskolepoäng

Course Code:	LSCR24	Education Cycle:	Second-cycle level
Confirmed by:	The Committee of Free-Standing Courses May 20, 2014	Disciplinary domain:	Social sciences
Version:	1	Subject group:	MK1
		Specialised in:	A1N
		Main field of study:	Media and Communication Science

Intended Learning Outcomes (ILO)

Knowledge and understanding

On completion of the course the student will be able to:

- explain and problematize different perspectives and levels of communication and sustainability
- identify and explain communication processes and relations between society and individuals

Skills and ability

On completion of the course the student will be able to:

- demonstrate the ability to use concepts of sustainable communication in the production of information
- demonstrate the ability to design and formulate research problems within media ethnography

Judgement and approach

On completion of the course the student will be able to:

- demonstrate the ability to analyze and evaluate social responsibilities (CSR) of organizations in a communication context

Contents

- Media's role in a social and ecological sustainable society, including a global risk society
- Communication and relations between media, politics, science and public
- CSR (Corporate Social Responsibility), 'green washing', and 'green marketing'
- Media ethnographic fieldwork

Type of instruction

Tuition is in the form of lectures, seminars and assignments, individually or in groups. A digital learning platform is used.

The teaching is conducted in English.

Prerequisites

General requirements and completed Courses on Bachelor level 180 credits, 90 credits within social science, behavioural sciences or humanities, including an individual work, e.g. thesis 15 credits or

equivalent.

Proof of English B through TOEFL/IELTS/Cambridge score or equivalent if non-native English speaker.

Examination and grades

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

The examination is based on tuition and course literature. The examination is based on individual performances.

For this course, the examination is based on one group work with oral presentation, one discussion seminar and two individual written assignments.

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	15 credits	U/G/VG

Course literature

Berglez, Peter. (2013). *Global Journalism. Theory and Practice*. New York: Peter Lang Publishing. 180 s.

Boyce, Tammy & Lewis, Justin (2009). *Climate Change and the Media*. New York: Peter Lang Publishing. 260 s.

Coombs, Timothy & Holladay, Sherry J. (2012). *Managing Corporate Social Responsibility: A Communication Approach*. Chichester: Wiley-Blackwell. 200 s.

Cottle, Simon (2009). *Global Crisis Reporting: Journalism in the Global Age*. Maidenhead: Open University Press. 200 s.

Cox, Robert (2013). *Environmental Communication and the Public Sphere*. Los Angeles: Sage. 400 s.

Machin, David (2002). *Ethnographic Research for Media Studies*. London: Arnold. 280 s.

Artiklar 200 s.