JÖNKÖPING UNIVERSITY
School of Education and Communication

PROGRAMME SYLLABUS

Sustainable Communication (One Year), 60 credits

Valid From: 2021-08-23

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PROGRAMME SYLLABUS

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Sustainable Communication (One Year), 60 högskolepoäng

Programme code:	LAS10	**Valid From:**	2021-08-23
Confirmed by:	Dean 2019-10-29	**Education Cycle:**	Second-cycle level
Revised by:	Dean 2020-11-16		
Version:	2		
Reg number:	VD-beslut §20/091		

Title of qualification

Degree of Master of Social Science (60 credits) with a major in Media and Communication Science

Programme overview

The master's programme Sustainable Communication (One Year) provides a deepening education in the field of media and communication for students already holding a bachelor degree.

One academic year consists of 40 study weeks, divided in two semesters. This is equivalent to 60 credits (60 hp). Each study week consists of 1.5 credits (1,5 hp) that correspond to 40 hours of study.

The programme has a special focus on sustainability in relation to media and communication. The workings of the media, both digital and traditional, and the ways public and private organizations communicate within society, are conceived as having an important impact for the achievement of environmental, social and economic sustainability. The programme approaches this focus from a theoretical, methodological and communication professional point of view. The master's programme prepares the students for the possibilities to apply for further education on second and third cycles.

The programme contains a total of 30 credits of theoretical courses, aiming at deepening the student’s knowledge on media and communication in relation to sustainability, a 7.5-credit course in methods with the aim of fostering a reflective scientific approach, a 7.5-credit work placement course aiming to develop the students’ professional communication skills, and a 15-credit thesis course. The thesis in media and communication should cover a topic that is closely related to sustainable communication. Each course has its own syllabus with specific prerequisites. The organisation of the courses follows a logic progression.

All courses are taught in English.

Objectives

Second cycle education shall essentially build on the knowledge students acquire in first cycle education or corresponding knowledge. Second cycle education shall involve a deepening of knowledge, skills and abilities relative to first cycle education and, in addition to what applies to

first cycle education, shall;

- further develop the students' ability to independently integrate and use knowledge,
- develop the students' ability to deal with complex phenomena, issues and situations, and
- develop the students' potential for professional activities that demand considerable independence or for research and development work.

Specific learning goals for the programme are the following: to deepen the student's understanding about the role that media and communication play in the processes to obtain environmental, social and economic sustainability, and gender equality, to be able to apply this knowledge as a communication professional.

In accordance to the learning outcomes stated in the Higher Education Ordinance (SFS) No. 2014:1096, students shall demonstrate the following:

Knowledge and Understanding
- demonstrate knowledge and understanding in sustainable communication, including both an overview of the field and specialised knowledge in sustainability perspectives on media and communication
- demonstrate knowledge and understanding in current research and development work, especially in the field of sustainable communication
- demonstrate specialized methodological knowledge in media and communication

Skills and abilities
- demonstrate the ability to integrate theories and methods about media and communication in the context of sustainability, analyse, assess and deal with complex phenomena, issues and situations even with limited information
- demonstrate the ability to identify and formulate issues concerning media and communication and sustainability in an autonomous way as well as to plan and, using appropriate methods, undertake advanced tasks within predetermined time frames
- demonstrate, in contexts about media and communication and sustainability, the ability in speech and writing to report clearly and discuss his or her conclusions and the knowledge and arguments on which they are based in dialogue with different audiences
- demonstrate the skills required for participation in research and development work or employment in some other qualified capacity

Judgement and Approach
- demonstrate the ability to make assessments in media and communication informed by relevant disciplinary, social and ethical issues and also to demonstrate awareness of ethical aspects of research and development work
- demonstrate insight into the possibilities and limitations of research, its role in society and the responsibility of the individual for how it is used, and
- demonstrate the ability to identify the personal need for further knowledge and take responsibility for his or her ongoing learning

Contents

Semester 1
Sustainability and Communication, 15 credits
Media in the Digital Age, 7.5 credits
Transmedia Storytelling and Design, 7.5 credits

Semester 2
Research Methods 1 SusCom, 7.5 credits

Work Placement in Sustainable Communication, 7.5 credits
Master Thesis in Media and Communication 1, 15 credits

Teaching and examination

To pass a course, the student needs to fulfil all the course requirements. Examination will be executed by written exam, oral exam or term papers. Different methods of examination can be used within a single course. The student will be offered at least three examination opportunities in each examine section. The university is not obligated to offer re-exams in courses a student has already passed. Mandatory workshops and assignments can figure within the frame of the course.

The courses within the programme are graded A-F or Pass (G)/Fail (U). Grades A-E are all passing grades and grades FX and F are equal to Fail. For most workshops and mandatory group assignments, only Pass (G) or Fail (U) is given.

Prerequisites

The applicant must hold the minimum of a bachelor's degree (i.e. the equivalent of 180 ECTS credits at an accredited university) with at least 90 ECTS credits in media and communication studies or social studies including independent, theoretical based work, i.e. a thesis or the equivalent. English 6/English B in the Swedish upper secondary school system or international equivalent.

Continuation Requirements

The following requirements need to be met for students to proceed to the second semester within the program: The student must not fall behind more than 15 credits.

Qualification Requirements

To obtain the Master of Science (60 Credits) with a major in Media and Communication Science, the student must complete the course requirements of at least 60 credits at the higher education level that were not used for the bachelor degree, with at least 45 credits overall in second-cycle courses and at least 30 of those second-cycle credits in Media and Communication Science, including a 15-credit A1E level thesis course in Media and Communication Science. Requirements to complete the programme are (1) completing the requirements for the Master of Science (60 credits) with a major in Media and Communication Science and (2) completing all courses that are listed as mandatory courses in the Contents section, or their equivalent,
The degree certificate will be issued after formal application from student.

Quality Development

The programme is evaluated in total at the end of the second semester. This evaluation work is carried out in collaboration between students and the programme director. Each course is also evaluated according to the regulations and guidelines for first, second and third cycle education at Jönköping University.

Other Information

The programme targets both Swedish and international students from all over the world in order to obtain the best student environment as possible. The programme is collaborating with the undergraduate programme in media and communication, as well as the established research environment in Sustainable Communication at the School of Education and Communication, Jönköping University. The programme has an ambition to collaborate with strategic partner universities as well as other organizations and institutions engaged in sustainability in order to broaden the perspectives and opportunities for the students.