

## Elective course: Trends in Digital Media and Communication theory

Title	Elective course: Trends in Digital Media and Communication theory
Semester	E2022
Master programme in	Kommunikation / Strategisk kommunikation og digitale medier / Kommunikation / Media and Communication
Type of activity	Course
Teaching language	English
Study regulation	Read about the Master Programme and find the Study Regulations at [ruc.dk](https://ruc.dk/kandidat/uddannelser "ruc.dk")

### REGISTRATION AND STUDY ADMINISTRATIVE

Registration	<p>Sign up for study activities at <a href="#">STADS Online Student Service</a> within the announced registration period, as you can see on the <a href="#">Study administration homepage</a>.</p> <p>When signing up for study activities, please be aware of potential conflicts between study activities or exam dates.</p> <p>The planning of activities at Roskilde University is based on the recommended study programs which do not overlap. However, if you choose optional courses and/or study plans that goes beyond the recommended study programs, an overlap of lectures or exam dates may occur depending on which courses you choose.</p>
Number of participants	
ECTS	10
Responsible for the activity	Susana Tosca ( <a href="mailto:stosca@ruc.dk">stosca@ruc.dk</a> )
Head of study	Chris Peters ( <a href="mailto:cpeters@ruc.dk">cpeters@ruc.dk</a> )
Teachers	
Study administration	IKH Studieadministration ( <a href="mailto:ikh-studieadministration@ruc.dk">ikh-studieadministration@ruc.dk</a> )
Exam code(s)	U60163

### ACADEMIC CONTENT

Overall objective	The course contains presentation and critical discussion as well as testing knowledge of a defined media and communication subject area/field of activity, including presentation and discussion of current concepts,
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	theories, and research methods, possibly in collaboration with practitioners within the field.
Detailed description of content	<p>Media technologies are at the heart of contemporary digital societies around the globe, inseparable from how people communicate and navigate their daily lives, as well as at the center of their leisure and consumption practices. We use digital media to work and study remotely, interact with authorities, take photos, check email, track fitness regimes, navigate public transit, get directions, scan restaurant recommendations and many other everyday activities, all while on the go. Multiplatformed digital devices provide entertainment on-demand, so that everybody consumes their own self-tailored media diet. And yet, since a lot of engagement occurs through massively connected social media platforms (Instagram, Snapchat, Tiktok), individual networked practices and behaviours become collectively meaningful in different contexts. This elective course on (Digital) Media Theory accordingly embraces a human-centred perspective on technology to teach students how to investigate the complex relationships between digital media, communication, and society.</p> <p>This course will introduce the main theoretical currents in the study of media such as medium theory, technological determinism, social construction and shaping of technology, domestication theory, theories of mediation and mediatization, theories of media convergence, media ecology, globalisation and remediation. We will interrogate the technological and social assumptions embedded in the current literature, considering their strengths and weaknesses. We will address the relation of media to their users and examine various theories of media effects and audiences, including topics such as fandom, user-generated content or resistant consumption. We will also work with media codes and meaning, delving into specific digital media genres and practices. The classroom sessions will encourage discussion to develop a critical perspective on media, and also deal with institutions, regulation, ideology and power.</p> <p>Alongside these discussions, students will get practice with a number of key academic skills in the class sessions, working on products that are then compiled in a portfolio at the end. With an eye to transferrable skills that can be deployed in later thesis and project work, the portfolio elements include: a literature review of a chosen theme from the course, an assemblage description, a media controversy mapping, and the design of a fictional media object.</p>
Course material and Reading list	
Overall plan and expected work effort	<p>The total study effort for the student (ECTS points converted into hours) = 270 hours. The hours are divided as follows:</p> <ul style="list-style-type: none"> <li>• Course teaching: 48 hours</li> <li>• Preparation: 120 hours</li> <li>• Exam: 80 hours</li> <li>• Other activities: 22 hours (semester start, literature search, etc.</li> </ul>
Format	
Evaluation and feedback	Evaluation will be based on the evaluation practice of the study board.
Programme	

## ASSESSMENT

Overall  
learning  
outcomes

At the end of the course, the student is able to:

- Demonstrate in-depth knowledge of a defined subject area/field of activity within media and communication, including nuanced knowledge of common production and project work methods in relation to the subject area.
- Identify and account for current theories of relevance to the subject area/field of activity, including understanding of significant communication professional issues.
- Develop, organize and present a specific communication production or project relevant to the subject area/field of activity.
- Independently and reflectively translate theoretical perspectives and methodological approaches into a concrete communication professional practice.
- Independently take responsibility for one's own professional development.

Form of  
examination

Individual portfolio exam

The character limit of the portfolio is 24,000-48,000 characters, including spaces. Examples of written products are exercise responses, talking points for presentations, written feedback, reflections, written assignments. The preparation of the products may be subject to time limits.

The character limits include the cover, table of contents, bibliography, figures and other illustrations, but exclude any appendices.

The portfolio is written completely or partially during the course.

The entire portfolio must be handed in at the same time (uploaded to [eksamen.ruc.dk](https://eksamen.ruc.dk)). Handing in the portfolio or parts of the portfolio to the supervisor for feedback, cannot replace the upload to [eksamen.ruc.dk](https://eksamen.ruc.dk).

Assessment: Pass/Fail.

Form of Re-  
examination

Individual portfolio exam

The character limit of the portfolio is 24,000-48,000 characters, including spaces. Examples of written products are exercise responses, talking points for presentations, written feedback, reflections, written assignments. The preparation of the products may be subject to time limits.

The character limits include the cover, table of contents, bibliography, figures and other illustrations, but exclude any appendices.

The portfolio is written after the course has ended.

The entire portfolio must be handed in at the same time (uploaded to [eksamen.ruc.dk](https://eksamen.ruc.dk)). Handing in the portfolio or parts of the portfolio to the supervisor for feedback, cannot replace the upload to [eksamen.ruc.dk](https://eksamen.ruc.dk).

Assessment: Pass/Fail.

Type of  
examination in  
special cases

Examination  
and  
assessment  
criteria

Prøven er en individuel portfolio. Portfolien sammensættes af øvelser, som den studerende har lavet i forbindelse med kursusforløbet.

Portfolien skal opfylde alle formelle krav og i bedømmelsen lægges der vægt på i hvor høj grad den studerende

- demonstrerer dybdegående viden om valgekursets emneområde/virkefelt, herunder nuanceret kendskab til gængse praksisformer
- viser evnen til at identificere og anvende aktuelle teorier og metoder af relevans for emneområdet/virkefeltet, herunder forståelse for væsentlige kommunikationsfaglige begreber
- reflekteret kan omsætte teoretiske perspektiver og metodiske tilgange til en konkret kommunikationsfaglig praksis
- kan udvikle, tilrettelægge og præsentere konkrete kommunikationsproduktioner eller -projekter med relevans for området og med brug af adækvate kommunikations- og formidlingsformer

Exam code(s)    Exam code(s) : U60163

Course days:

Hold: 1

## Trends in Digital Media and Communication theory (KOMM)

time        13-09-2022 12:15 til  
              13-09-2022 16:00

location   43.3-29 - teorirum (50)

Teacher    Susana Tosca ( stosca@ruc.dk )

## Trends in Digital Media and Communication theory (KOMM)

time        20-09-2022 12:15 til  
              20-09-2022 16:00

location   43.3-29 - teorirum (50)

Teacher    Susana Tosca ( stosca@ruc.dk )

## Trends in Digital Media and Communication theory (KOMM)

time 27-09-2022 12:15 til  
27-09-2022 16:00

location 43.3-29 - teorirum (50)

Teacher Susana Tosca ( stosca@ruc.dk )

## Trends in Digital Media and Communication theory (KOMM)

time 04-10-2022 12:15 til  
04-10-2022 16:00

location 43.3-29 - teorirum (50)

Teacher Susana Tosca ( stosca@ruc.dk )

## Trends in Digital Media and Communication theory (KOMM)

time 11-10-2022 12:15 til  
11-10-2022 16:00

location 43.3-29 - teorirum (50)

Teacher Susana Tosca ( stosca@ruc.dk )

## Trends in Digital Media and Communication theory (KOMM)

time 01-11-2022 12:15 til  
01-11-2022 16:00

location 43.3-29 - teorirum (50)

Teacher Susana Tosca ( stosca@ruc.dk )

## Trends in Digital Media and Communication theory (KOMM)

time 08-11-2022 12:15 til  
08-11-2022 16:00

location 43.3-29 - teorirum (50)

Teacher Susana Tosca ( stosca@ruc.dk )

## Trends in Digital Media and Communication theory (KOMM)

time 15-11-2022 12:15 til  
15-11-2022 16:00

location 43.3-29 - teorirum (50)

Teacher Susana Tosca ( stosca@ruc.dk )

## Trends in Digital Media and Communication theory (KOMM)

time 29-11-2022 12:15 til  
29-11-2022 16:00

location 43.3-29 - teorirum (50)

Teacher Susana Tosca ( stosca@ruc.dk )

## Trends in Digital Media and Communication theory (KOMM)

time 06-12-2022 12:15 til  
06-12-2022 16:00

location 43.3-29 - teorirum (50)

Teacher Susana Tosca ( stosca@ruc.dk )

## Trends in Digital Media and Communication theory (KOMM)

time 13-12-2022 12:15 til  
13-12-2022 16:00

location 43.3-29 - teorirum (50)

Teacher Susana Tosca ( stosca@ruc.dk )

## Trends in Digital Media and Communication theory (KOMM)

time 20-12-2022 12:15 til  
20-12-2022 16:00

location 43.3-29 - teorirum (50)

Teacher Susana Tosca ( stosca@ruc.dk )

## Trends in Digital Media and Communication theory - Exam (KOMM)

time 03-01-2023 10:00 til  
03-01-2023 10:00

forberedelsesnorm ikke valgt

forberedelsesnorm D-VIP ikke valgt

## Trends in Digital Media and Communication theory - Reexam (KOMM)

time 13-02-2023 10:00 til  
13-02-2023 10:00

forberedelsesnorm ikke valgt

forberedelsesnorm D-VIP ikke valgt