

Mandatory course: Digital Media Theory

Title	Mandatory course: Digital Media Theory
Semester	E2025
Master programme in	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

REGISTRATION AND STUDY ADMINISTRATIVE

You register for activities through [stads selvbetjening](#) during the announced registration period, which you can see on the [Study administration homepage](#).

Registration When registering for courses, please be aware of the potential conflicts and overlaps between course and exam time and dates. The planning of course activities at Roskilde University is based on the recommended study programmes, which should not overlap. However, if you choose optional courses and/or study plans that goes beyond the recommended study programmes, an overlap of lectures or exam dates may occur depending on which courses you choose.

Number of participants

ECTS 10

Responsible for the activity David Mathieu (mathieu@ruc.dk)

Head of study David Mathieu (mathieu@ruc.dk)

Teachers

Study administration IKH Registration & Exams (ikh-exams@ruc.dk)

Exam code(s) U60310

ACADEMIC CONTENT

Overall objective

The course Digital Media Theory introduces students to theoretical perspectives on how digital media technologies impact communication. From social media platforms, to messaging apps, search engines, smartphones, self-tracking devices, big data, the cloud, machine-learning algorithms and beyond, the changing media ecology from an era of mass to networked communication reconfigures how institutions and organizations communicate, as well as how people encounter and engage with information. Accordingly, the course teaches students to identify and analyze the sociocultural and political implications of digital media technologies. It presents them with research-based examples of how the relationships between citizens/governments, consumers/companies, and civil society/publics are impacted by the development of global media platforms that transcend borders. The course trains them to understand, compare and apply theories, models, and concepts in this interdisciplinary field, including, but not limited to, media and communication studies, digital culture, internet studies, and critical theory, supporting the semester's project work and preparing students to choose between the different subject profiles on the second semester.

Detailed description of content
Course material and Reading list

The course takes place intensively over the first half of the semester. It supports the project work in the 1st semester and prepares the student to choose between the different academic profiles that are offered in the 2nd semester.

Overall plan and expected work effort

The total study effort for the student (ECTS points converted into hours) = 270 hours. The hours are divided as follows:

- Course teaching: 48 hours
- Preparation: 108 hours
- Exam: 80 hours
- Other activities: 34 hours (semester start, literature search, guest lectures, etc.)

Format In principle, teaching activities take place on campus. The teaching can be arranged so that one or more activities take place elsewhere than at Roskilde University. This can also be online.

Evaluation and feedback Evaluation will be based on the evaluation practice of the study board.

Programme
ASSESSMENT

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

- Overall learning outcomes
- Demonstrate knowledge of central theories and analytical approaches to study the impact of digital media technologies on communication.
 - Identify and interrelate the different levels of mediated communication practice, from individual uses, to organizational strategies and governance, and national and international regulation.
 - Define and compare media technologies in terms of their technological and communicative affordances.
 - Analyse and evaluate the risks, problems, and potentials associated with different media infrastructures, platforms, and devices at the levels of the individual user, public and private organizations.
 - Critically reflect on key theoretical frameworks and concepts introduced in the course and be able to communicate this in a manner that is academically accurate and clear.

Individual oral exam with time for preparation

Form of examination Time for preparation including time to pick a question by drawing lots: 20 minutes.

Time allowed for exam including time used for assessment: 20 minutes.

Permitted support and preparation materials: All (only notes written during the preparation may be brought into the exam).

Assessment: 7-point grading scale.

Moderation: Internal co-assessor.

Form of Re-examination Samme som ordinær eksamen / same form as ordinary exam

Type of examination in special cases

Exams are an individual oral test. The student draws a question within the course syllabus and has 20 minutes of preparation, including the use of approved support devices and preparation materials.

The examination begins with the student presenting their answer to the question, including and drawing upon relevant course literature, and with the inclusion of one or more relevant examples. After this, the rest of the examination takes place as a conversation between the student, examiner, and internal co-assessor. During the examination, questions can be asked about the entire course syllabus.

Examination and assessment criteria (implemented) In the assessment, emphasis is placed on the extent to which the student demonstrates the ability to:

- Explain the relevant theories, concepts, and models and argue in which situations and contexts these theories, concepts and models are appropriate to use.
- Relate concrete theories, concepts, and models to concrete and relevant examples.
- Critically reflect on core theoretical concepts and their basic assumptions about digital media and communication.
- Communicate field specific knowledge clearly in an oral presentation with precise use of concepts, including an introductory presentation that is well-delivered and logically structured in relation to the time available.

Students are referred to the following guidelines regarding exam cheating and its consequences: <https://intra.ruc.dk/en/students/study-administration/everything-about-exam/avoid-cheating-at-exams/>

Exam code(s) Exam code(s) : U60310

Course days:

Hold: 1

Mandatory course: Digital Media Theory

time 03-09-2025 08:15 til
03-09-2025 12:00
location 46.1-049 - auditorie 46 (138)
Teacher David Mathieu (mathieu@ruc.dk)

Mandatory course: Digital Media Theory

time 04-09-2025 08:15 til
04-09-2025 12:00
location 46.1-049 - auditorie 46 (138)
Teacher David Mathieu (mathieu@ruc.dk)

Mandatory course: Digital Media Theory

time 10-09-2025 08:15 til
10-09-2025 12:00
location 45.1-011 - auditorie 45 (148)
Teacher David Mathieu (mathieu@ruc.dk)

Mandatory course: Digital Media Theory

time 12-09-2025 08:15 til
12-09-2025 12:00
forberedelsesnorm ikke valgt
forberedelsesnorm D-VIP ikke valgt
location 07.2-008 - undervisningslokale (128)
Teacher David Mathieu (mathieu@ruc.dk)

Mandatory course: Digital Media Theory

time 17-09-2025 08:15 til
17-09-2025 12:00
forberedelsesnorm ikke valgt
forberedelsesnorm D-VIP ikke valgt
location 46.1-049 - auditorie 46 (138)
Teacher David Mathieu (mathieu@ruc.dk)

Mandatory course: Digital Media Theory

time 19-09-2025 08:15 til
19-09-2025 12:00
forberedelsesnorm ikke valgt
forberedelsesnorm D-VIP ikke valgt
location 21.2-032 - undervisningslokale (120)
Teacher David Mathieu (mathieu@ruc.dk)

Mandatory course: Digital Media Theory

time 24-09-2025 08:15 til
24-09-2025 12:00
forberedelsesnorm ikke valgt
forberedelsesnorm D-VIP ikke valgt
location 46.1-049 - auditorie 46 (138)
Teacher David Mathieu (mathieu@ruc.dk)

Mandatory course: Digital Media Theory

time 26-09-2025 08:15 til
26-09-2025 12:00
forberedelsesnorm ikke valgt
forberedelsesnorm D-VIP ikke valgt
location 25.1-035 - teorirum 25.1 (130)
Teacher David Mathieu (mathieu@ruc.dk)

Mandatory course: Digital Media Theory

time 01-10-2025 08:15 til
01-10-2025 12:00
location 45.1-011 - auditorie 45 (148)
Teacher David Mathieu (mathieu@ruc.dk)

Mandatory course: Digital Media Theory

time 03-10-2025 08:15 til
03-10-2025 12:00
location 45.1-011 - auditorie 45 (148)
Teacher David Mathieu (mathieu@ruc.dk)

Mandatory course: Digital Media Theory

time 08-10-2025 08:15 til
08-10-2025 12:00

location 45.1-011 - auditorie 45 (148)

Teacher David Mathieu (mathieu@ruc.dk)

Mandatory course: Digital Media Theory

time 10-10-2025 08:15 til
10-10-2025 12:00

location 45.1-011 - auditorie 45 (148)

Teacher David Mathieu (mathieu@ruc.dk)

Mandatory course: Digital Media Theory

time 20-10-2025 08:15 til
24-10-2025 18:00

Mandatory course: Digital Media Theory

time 08-01-2026 08:15 til
09-01-2026 18:00