JÖNKÖPING UNIVERSITY
School of Education and Communication

COURSE SYLLABUS
Media Engagement, 7.5 credits

Media Engagement, 7,5 högskolepoäng

Course Code:	FLMEN34	**Education Cycle:**	Third-cycle level
Confirmed by:	Dean of Research (HLK) Jan 16, 2024	**Research subject:**	Media and Communication
Valid From:	Spring 2024		
Version:	1		

Intended Learning Outcomes (ILO)

The student shall meet the following learning outcomes, which cover knowledge and understanding, skills and abilities as well as judgement and approach. On completion of the course, the student should be able to:

Knowledge and understanding
- identify different perspectives and theories of media engagement

Skills and abilities
- identify and motivate different empirical methods and conceptual frameworks for a research project on media engagement
- reflect upon new directions for research on engagement in media, communication and cultural studies, and related fields in the social sciences and humanities

Judgement and approach
- critically evaluate varieties of perspectives on media engagement and apply selected perspectives on a research project on media engagement.

Contents
- Introduction to concepts and methods on media engagement in media, communication and cultural studies
- Engagement, identity and affect
- Engagement, digital environments and power relations
- Engagement, political and public spheres
- Engagement, transmedia and popular culture

Type of instruction

The teaching consists of lectures, seminars and exercises performed individually and in groups.

The teaching is conducted in English.

Prerequisites

The applicant must be registered in a PhD programme in the areas of media, communication and cultural studies, or relevant areas of social sciences and humanities, in a higher education

institution.

English proficiency corresponding to English 6, or English course B in the Swedish upper secondary school system, is required.

Examination and grades

The course is graded Fail (U) or Pass (G).

Assessment 1: Individual article or chapter (5 credits) Assessment of ILO1-4
Assessment 2: Peer review of individual article or chapter (2.5 credits) Assessment of ILO 3-4

To receive a passing grade on this course, the student must be awarded a passing grade on both assessments.

Further information concerning assessment of specific intended learning outcomes and grading criteria is provided in a study guide distributed at the beginning of the course.

Registration of examination:

Name of the Test	Value	Grading
Individual written assignment	4.5 credits	U/G
Individual presentation	3 credits	U/G

Course evaluation

The instruction is followed up throughout the course, and a course evaluation is performed at the end of the course. The course coordinator collates and comments on the evaluation before submitting it to the associate dean of doctoral programmes at the School of Education and Communication. The evaluation is to function as a basis for future improvements to the course.

Other information

See separate attachment for a detailed schedule and information about the application procedure.

Course literature

Dahlgren, Peter and Hill, Annette. (2023) Media Engagement. London: Routledge. (198 pages)

Evans, E. (2020) Understanding Engagement in Transmedia Culture. London: Routledge. (50 pages)

Hermes, Joke. (2023) Cultural Citizenship and Popular Culture. London: Routledge. (210 pages)

Hill, Annette. (2018) Media Experiences. London: Routledge. (236 pages)

Hill, Annette and Lunt, Peter, eds. (2024) The Routledge Companion to Media Audiences. London: Routledge. (approximately 100 pages)

Steen Steensen, Raul Ferrer-Conill & Chris Peters (2020) (Against a) Theory of Audience Engagement with News, Journalism Studies, 21:12, 1662-1680, DOI: 10.1080/1461670X.2020.1788414

Additional academic articles and material (approximately 300 pages)

Other resources:

The Interactive Anti-Plagiarism Guide - Jönköping University (will be available on the learning platform)

Search and write (n.d.). Citing sources - how to create literature references. University Library: Jönköping University