



FACULTY OF SOCIAL SCIENCES

Master's program in political communication, 120 credits

Masterprogram i politisk kommunikation, 120 högskolepoäng

Programme code: S2MKG

Second cycle / Avancerad nivå

1. Confirmation

This programme syllabus was confirmed by the Faculty Board of Social Sciences on 07-05-2020 (GU 2020/1285) to be valid from 07-05-2020, Autumn semester 2018.

Responsible Department/Equivalent: Department of Journalism, Media and Communication

2. Purpose

Politics is to a large extent communicated and articulated through media. Internet and social media, in combination with more traditional mass media, have become increasingly important arenas for political processes. The speed of the communication exchange and the possibilities of interactivity have created new resources as well as challenges for politicians, bureaucracy, organizations, citizens and journalists.

Working professionally in this field requires both an understanding of how political communication is organized and constructed in the context of social, discursive and mediated practices and advanced skills in strategic political communication. Furthermore the understanding of the ethical and democratic implications of communicative practice is central. The master's program in Political Communication (PolCom) is offering training in those competencies.

Based on theoretical and applied approaches, this program prepares the student for various advanced positions within the field of international political communication. The competences include practical strategic communication, crisis communication and opinion analysis.

3. Entry requirements

Bachelor' degree of 180 credits. The basic English requirement is at least English 6 / English B or equivalent level on an internationally recognized test such as TOEFL or IELTS.

4. Higher education qualification and main field of study

This programme leads to a Degree of Master of Science (120 credits) with a major in Media and Communication Studies with Specialization in Political Communication (Filosofie masterexamen med huvudområdet Medie- och kommunikationsvetenskap med inriktning mot politisk kommunikation).

5. Outcomes

General outcomes for Degree of Master (120 credits)

Knowledge and understanding

For a Degree of Master (120 credits) the student shall

- demonstrate knowledge and understanding in the main field of study, including both broad knowledge of the field and a considerable degree of specialised knowledge in certain areas of the field as well as insight into current research and development work, and
- demonstrate specialised methodological knowledge in the main field of study.

Competence and skills

For a Degree of Master (120 credits) the student shall

- demonstrate the ability to critically and systematically integrate knowledge and analyse, assess and deal with complex phenomena, issues and situations even with limited information
- demonstrate the ability to identify and formulate issues critically, autonomously and creatively as well as to plan and, using appropriate methods, undertake advanced tasks within predetermined time frames and so contribute to the formation of knowledge as well as the ability to evaluate this work
- demonstrate the ability in speech and writing both nationally and internationally to clearly report and discuss his or her conclusions and the knowledge and arguments on which they are based in dialogue with different audiences, and
- demonstrate the skills required for participation in research and development work or autonomous employment in some other qualified capacity.

Judgement and approach

For a Degree of Master (120 credits) the student shall

- demonstrate the ability to make assessments in the main field of study 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.

6. Content and structure

The Master's programme in Political Communication (PolCom) consists of a structure of courses of various lengths. The courses requires full-time studies and combine theory with practice with the aim to train students for professional work in the field of political communication. The programme is campus-based and built around the active involvement of the student.

Overview of the course structure

Semester 1

MK2201 Political Communication in the Digital Age, 30 hec

Semester 2

SF2222 Citizens, Politicians and the Media, 15 hec

MK2202 Crisis communication, 15 hec

Semester 3

MK2100 Advanced analyses in Media and Communication Studies

MK2302 Quantitative Research Methods for Journalism, Media and Communication Studies, 15 hec

or

SF2321 Applied Statistical Analysis, 15 hec

or

SF2323 Applied Qualitative Research Methods, problems and design, 15 hec

or

SF2322 Applied Qualitative Research Methods, 15 hec

Semester 4

MK2502 Term Paper in Media- and Communication Studies, 30 hec

7. Guaranteed admission

Students who have been admitted to the programme, who apply themselves to the course and who follow the programme at the prescribed pace, have guaranteed admission to all required courses within the degree programme.

8. Other information

The study programme will be followed up and evaluated in accordance with the applicable *Policy för kvalitetsssäkring och kvalitetsutveckling av utbildning vid Göteborgs universitet* (Policy for the Quality assurance and Quality Development of Education at the University of Gothenburg).