IT FACULTY

UNIVERSITY OF
GOTHENBURG

Master in Communication, 120 credits

Master in Communication, 120 högskolepoäng

Programme code: N2CMN

Second cycle / Avancerad nivå

1. Confirmation

This programme syllabus was confirmed by the IT Faculty Board on 31-05-2018 (G 2017/411) and was last revised on 14-09-2022 (GU 2022/2372) to be valid from 28-08-2023, Autumn semester 2023.

Responsible Department/equivalent: Department of Applied Information Technology

2. Purpose

This Master's programme provides students with an advanced understanding of theories, methods and issues in communication, with particular focus on two areas of specialisation: organisational communication and digital communication.

In recent years, society has become increasingly globalised, digitalized, and specialised. These trends pose a number of urgent and complex challenges, such as: listening and being heard in an arena of many competing voices; fostering inclusion, equality, and diversity in fast-changing work environments; and determining the accuracy of news in light of increased user-generated content and information overload. Our Master posits communication as a central perspective that will allow students to develop a holistic understanding of communication as a vibrant field of research and practice that addresses these and similar contemporary societal challenges.

The programme's focus on digital communication deals with how the continued digitalization of society affects communication per se, for example how understanding how new practices like wikis and memes challenge long-held assumptions concerning authorship. The programme is also concerned with how digital technologies can be used to study communication, for example analysing big textual data for sentiment in online communities.

The programme's concern with organisational communication, including related fields such as corporate communication, public relations, and strategic communication, addresses the unique challenges that organisations face in communicating with different external and internal stakeholders. It will also enable students to effectively implement a variety of communication techniques used in professional settings.

A balance between the theoretical and practical orientations is factored into the structure of the programme specifically in the first year. During the elective third semester students can either deepen their basic and critical research skills, undertake a semester-long internship with an organisation of their choosing, or apply for an exchange semester in a partner university. In the fourth and final semester students are expected to conduct cutting-edge independent research in the core areas of the programme (organisational and/or digital communication).

The programme is taught in English and encourages applications from students all over the world, as international and global perspectives are an integral part of the course experience. The curriculum is also committed to larger societal goals such as sustainability, equality, and inclusion, which serve as recurring central themes in a variety of our classes. Finally, the programme will provide students with relevant and current skills for a professional career in the field of communication, also thanks to the involvement of leading practitioners as guest lecturers in addition to a panel of industry experts that supports the continuous development of the programme curriculum.

3. Entry requirements

A Bachelor's degree of 180 credits or corresponding. Applicants must prove their knowledge of English: English 6/English B from Swedish Upper Secondary School or the equivalent level of an internationally recognized test, for example TOEFL, IELTS.

Specific entry requirements for admission to a course within the study programme

Within the study programme there can be specific entry requirements for admission to individual courses. These specific entry requirements are documented in each course syllabus and state which entry requirements are necessary to be registered on a course within the study programme.

Selection

Selection is according to the Higher Education Ordinance and the University of Gothenburg admission regulations for education on first and second cycle.

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 Communication (Filosofie masterexamen med huvudområdet 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

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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.

Local outcomes

Knowledge and understanding

For a Degree of Master of Science (120 credits) with a major in Communication the student shall

- demonstrate the knowledge and understanding necessary to analyse communication phenomena and processes at large in the communications field, and particularly those relevant to organisational and digital contexts as specialised knowledge in the field.

Competence and skills

For a Degree of Master of Science (120 credits) with a major in Communication the student shall

- demonstrate an ability to design and implement strategically-sound solutions to complex problems in internal and external organisational communication based on an in-depth

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understanding of key concepts in communication-related disciplines,

- demonstrate the ability to creatively investigate the opportunities for, and challenges to, communication provided by the increased role of digitalization in society, doing so in a way that is informed by an in-depth understanding of key concepts in communication research, and
- demonstrate the skills needed to independently design communication projects informed by advanced methodological knowledge in the discipline.

Judgement and approach

For a Degree of Master of Science (120 credits) with a major in Communication the student shall

- demonstrate critical awareness to evaluate the challenges relevant to communication consequent from the increased role of digitalization in society;
- demonstrate the ability to critically assess the role of communication in managing interactions between individuals, organizations and cultures in general, and with a specific focus on the conditions in societies increasingly affected by globalization, digitalization and specialization,
- demonstrate the ability to identify and critically reflect ethical challenges connected to communication research in general and in digital contexts in particular, including matters of sustainability, equality, and inclusion as related to the field of communication.

Sustainability labelling

The programme is sustainability-related, which means that at least one of the outcomes clearly shows that the programme content meets at least one of the University of Gothenburg's confirmed sustainability criteria.

6. Content and structure

The programme consists of courses of 120 credits in the field of communication. Of these 90 credits are compulsory, out of which an independent project (degree project) stands for 30 credits.

The academic year is divided into two semesters and four study periods. One semester covers two study periods, each of 15 credits. A detailed description of how the courses are scheduled within the study periods is found in the Appendix.

The courses are arranged such that, in earlier parts of the program, all students are provided with an understanding of core topics in communication, as well as a fundamental knowledge relating to the two areas of specialization in the programme: organisational communication and digital communication.

Organisational communication centres on issues, approaches, and challenges of communication within organisations as well as communication to external stakeholders. Digital communication centres on the role of digital technologies in communication, how these shape the way we communicate, and how digital tools and methods can be used to study communication.

Four of the eight compulsory courses that run across the two years (Theories of Communication, Qualitative Research Methods in Communication, Quantitative Research Methods in Communication and Degree Project) prepare students for, and then allow them to

undertake, a substantial independent research project.

In Semester 3, students are allowed to take elective courses in other programmes. Alternatively, they will be given the choice between focusing either on a series of more theoretical courses (in particular, Technology and Embodied Interaction, Influence and Persuasion in the Digital Age, and Critical Topics in Digital Discourse) or on a semester-long internship in an organisation of their choice (a solution that is intended for students who are more focused on acquiring work-life skills. It is students' responsibility to identify a suitable organisation for their internship). Students have also the option to spend Semester 3 in an international partner university.

Compulsory courses:

First year

- Theories of Communication, 7.5 credits
- Social Media and Society, 7.5 credits
- Communication Techniques in the Workplace, 7.5 credits
- Introduction to Organisational Communication, 7.5 credits
- Trends in Corporate Communication and Public Relations, 7.5 credits
- Qualitative Research Methods in Communication, 7.5 credits
- Quantitative Research Methods in Communication, 7.5 credits
- Digital Communication and Strategy, 7.5 credits

Second year

- Degree Project, 30 credits

Elective courses in the main field of study:

Second year

- Technology and Embodied Interaction, 7.5 credits
- Influence and Persuasion in the Digital Age, 7.5 credits
- Critical Topics in Digital Discourse, 7.5 credits
- Project Management for Strategic Communication, 7.5 credits
- Internship in Communication, 30 credits

Language of tuition

English.

Rate of study

This programme is available as full-time study (100%).

Appendix

Please also see the appendix. Appendix to N2CMN.

7. Guaranteed admission

Students who follow the study programme at the prescribed pace are guaranteed admission to all compulsory and elective courses stated in the programme syllabus, provided that the student in question is eligible for the course/courses.

For elective courses outside the study programme local admission regulations are valid and there is no guaranteed admission.

8. Other information

Credit transfer of former education

In some cases, the student has the right to be given credit for former higher education according to the legislative regulations of the Higher Education Ordinance.

Evaluation

The courses of the study programme are evaluated according to each course syllabus. The result will be used for planning and implementation of upcoming courses. A summary is given to students at the start of the courses.

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

Revision of the syllabus

This syllabus is a revision of the syllabus confirmed by the IT Faculty Board on 11-01-2010 (dnr G 217 264/10) and revised on 10-02-2010 (ref. no. G 217 2545/10), 15-09-2010 (ref. no. G 217 2545/10), 17-08-2011 (ref. no. G 25 50/11) och 25-06-2015 (ref. no. G 2015/349).

DEPARTMENT OF APPLIED INFORMATION TECHNOLOGY

Appendix. Study process for N2CMN Master in Communication.

Courses on the third semester are elective. All other courses are compulsory.

Semester 1		Semester 2	
Period 1	**Period 2**	**Period 3**	**Period 4**
Theories of Communication 7.5 credits	**Introduction to Organisational Communication** 7.5 credits	**Qualitative Research Methods in Communication** 7.5 credits	**Quantitative Research Methods in Communication** 7.5 credits
Social Media and Society 7.5 credits	**Communication Techniques in the Workplace** 7.5 credits	**Trends in Corporate Communication and Public Relations** 7.5 credits	**Digital Communication and Strategy** 7.5 credits

Semester 3		Semester 4	
Period 1	**Period 2**	**Period 3**	**Period 4**
Technology and Embodied Interaction 7.5 credits	**Critical Topics in Digital Discourse** 7.5 credits	**Degree Project** 30 credits	
Influence and Persuasion in the Digital Age 7.5 credits	**Project Management for Strategic Communication** 7.5 credits		
or			
Internship in Communication 30 credits			

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