

Curriculum for Master's Programme in Media Studies The 2008 Curriculum

**Studieordning for kandidatuddannelsen i Medievidenskab
2008-ordningen**

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Part 1 - Authority

The curriculum for the Master's Programme in Media Studies, the 2008 Curriculum, has been drawn up under the authority endowed by

- section 67 of executive order no. 338 of 6 May 2004 on the bachelor and graduate programmes at the universities (the study programme order),
- section 33 of executive order no. 867 of 19 August 2004 about examinations on university study programmes (the exam order) and
- section 37 of executive order no. 32 of 29 January 2008 about admissions, etc. for Bachelor and Masters' programmes at universities (the admission order).

Part 2 - Purpose and structure

1. Prescribed period of study

(1) The Master's Programme in Media Studies is a two-year full-time study programme prescribed to 120 ECTS credits. It comprises the main subject, i.e. 90 ECTS credits of elements basic to the programme, including the thesis, and a maximum of 30 ECTS credits in elective studies.

(2) The Master's Programme in Media Studies, which provides students with the academic competence to acquire teaching qualifications for Danish upper-secondary schools (the profile aimed for the Danish Upper-Secondary School) comprises the main subject, i.e. 75 ECTS credits of elements basic to the programme, including the thesis, and the Master's elective studies aimed for the Danish upper-secondary school, 45 ECTS credits of elements in continuation of the Bachelor Programme's elective studies aimed for the Danish upper-secondary school.

(3) For students with BA elective studies aimed for the Danish upper-secondary school corresponding to 60 ECTS credits, the Master's Programme in Media Studies which provides the student with the academic competence to acquire teaching skills in upper-secondary schools (the profile aimed for the Danish Upper-Secondary School) consists of the main subject, 90 ECTS credits of elements basic to the programme, including the thesis, and the Master's elective studies aimed for the Danish upper-secondary school, 30 ECTS credits of elements in continuation of the Bachelor Programme's elective studies aimed for the Danish upper-secondary school.

(4) If the elective studies are taken outside the Faculty of Humanities, a further 30 ECTS credits are, with certain exceptions, added to the programme at the discretion of the Ministry of Science, Technology and Innovation.

(5) European Credit Transfer System (ECTS) credits stipulate the study time prescribed for completion of a course. 60 ECTS credits correspond to one year of full-time study or 1,650 working hours.

2. Purpose

The purpose of the Master's Programme in Media Studies is to build upon the students' academic knowledge and skills, and to improve theoretical and methodical competencies within media and communication. This will enable the student to link theory and practice in specific information and communications assignments, and in relation to media organisations' work on communicating with various recipient and user groups. Media Studies is cross-media in nature, i.e. students work with film, TV, digital media, radio and printed media. The programme is interdisciplinary and includes

both humanities and social-science approaches. The programme also covers both national and international conditions.

The profile in computer science provides a special in-depth study of all aspects of digital media, and both the constituent elements and the elective elements include work in all genres, e.g. websites and video games.

Part 3 - Admission requirements and enrolment

3. Admission requirements

(1) To enrol on the Master's Programme in Media Studies, students must have passed a bachelor programme in Film and Media Studies or Media Studies from a Danish or foreign university, or a programme corresponding to at least bachelor level, as part of which a minimum of 90 ECTS credits were gained within Media Studies or other media elements.

(2) A bachelor's degree in Film and Media Studies from the University of Copenhagen awards the right of admission into the Master's Programme in Media Studies immediately after the finished bachelor's degree.

(3) Applicants who have not completed a programme that qualifies them for direct admission, but whose qualifications are assessed by the Board of Studies to be of an equivalent nature, may also seek admission. The Board of Studies is entitled to demand that the applicant pass supplementary tests in order to be admitted.

(4) Students with non-Danish qualifications and students from abroad who wish to take the programme in English, must pass what corresponds to a TOEFL score of 550 (on a paper-based test) / 213 (computer-based test) / 80 (Internet-based test) or a University of Cambridge IELTS score of 6.0 before commencing their studies.

4. Enrolment

(1) Students admitted to the Master's Programme in Media Studies on or after 1 September 2008 must follow this curriculum.

(2) Enrolment on a study programme means that the student in question is covered by the rights and obligations stipulated for that programme. Enrolment entitles the student to sit examinations set as part of the programme. The student is personally responsible for matriculating properly.

Part 4 - Technical requirements pertaining to study

5. Reading texts in a foreign language

Students must be able to read academic literature in English. Elements of the teaching will also be in English.

6. The concept of the 'standard page'

(1) Unless otherwise stipulated, the concept of the standard page as applied to texts and the submission of take-home assignments/theses corresponds to 2,400 keystrokes, including spaces. When

calculating the scope of take-home assignments, notes are included but not cover pages, bibliographies and appendices.

(2) The subject's procedures for the approval of a syllabus are determined by the student administration and can be found on the department's website.

7. Writing and spelling skills

When assessing written take-home assignments and theses, both in Danish and in a foreign language, the students' writing and spelling skills (as documented in the work submitted) must be included in the overall assessment of the piece of work concerned, although the academic content will be weighted most heavily.

Part 5 - Title and competence profile

8. Title

(1) Graduates from the Master's Programme are entitled to use the title *cand.mag. i Medievidenskab*, or Master of Arts in Media Studies in English.

(2) If the Master's elective studies consist of a pattern of study calculated to have a value of 30 ECTS credits, as described in a curriculum, the student is entitled to use the title MA in Media Studies with Elective Studies in, for example, Cultural Dissemination.

(3) If the programme consists of subject elements that together form a profile, graduates have the right to the title MA in Media Studies with the chosen profile.

9. Competence profile for a Master's graduate

The Master's Programme in Media Studies and Media Science (computer media) provides the graduate with in-depth skills in media and communication work, including in a cross-media context. Graduates possess knowledge of and competencies in the fundamental theories and methods for understanding the media's role in modern society and are able to analyse complex problems associated with communication in public and private companies and organisations. Graduates have knowledge of the media's aesthetics and genres, of the relationship between society, culture and media institutions, and of the interaction between media, communications, recipients and users. Graduates possess a particular ability to associate theoretical knowledge of media and communication with practical presentation and communication, and have insight into the central communication genres. Graduates are capable of work that transcends modern media culture, and the programme provides competencies within printed media, audiovisual media, and new digital media and communication forms. Graduates possess in-depth knowledge of Danish media conditions, but also strong competencies in relation to international media conditions. Finally, the Master's Programme in Media Studies qualifies for further studies, including PhD programmes.

Part 6 - Structure of the programme

10. The profiles and modules of the Master's Programme in Media Studies

The Master's Programme in Media Studies consists of the following profiles, which are described in greater depth below:

- the Master's Programme in Media Studies (10 a)
- the Master's Programme in Media Studies with profile in digital-media science (10 b)
- the Master's Programme in Media Studies with profile aimed for the Danish Upper-Secondary School (10 c)

(2) The Master's Programme in Media Studies comprises the modules appearing in the following overview.

Overview of the Modules of the Programme

Module	Title	ECTS credits	Form of examination	Assessment	Grading	Type of subject
Module 1	Media organisations and institutions	15	-	-	-	-
Subject-element code 47790311-01	Media organisations and institutions	15	Active participation with free written take-home assignment	The 7-point scale	External examiner appointed by the University	Constituent
Module 2	Audience and user studies	15	-	-	-	-
Subject-element code 47790312-01	Audience and user studies	15	Free oral test with own original work	The 7-point scale	External examiner appointed by the Ministry	Constituent or elective study (cf. 10 a and b)
Module 3	Media, aesthetics and genres	15	-	-	-	-
Subject-element code 47790313-01	Media, aesthetics and genres	15	Free written take-home assignment	The 7-point scale	External examiner appointed by the University	Constituent or elective study (cf. 10 a and b)
Module 4	Media production and public communication	15	-	-	-	-
Subject-element code 47790314-01	Film and television production and communication	15	Free oral test with own original work	The 7-point scale	External examiner appointed by the Ministry	Constituent, elective subject
Subject-element code 47790315-01	Computer media production and communication	15	Free oral test with own original work	The 7-point scale	External examiner appointed by the Ministry	Constituent, elective subject
Subject-element code 47790316-01	Written communication	15	Free oral test with own original work	The 7-point scale	External examiner appointed by the Ministry	Constituent, elective subject

Subject-element code 47790317-01	Cross-media communication	15	Free oral test with own original work	The 7-point scale	External examiner appointed by the Ministry	Constituent, elective subject
Module 5	Academic Internship	15	-	-	-	-
Subject-element code 47790318-01	Academic Internship	15	Free written take-home assignment	Pass/Fail	External examiner appointed by the University	Elective study
Module 6	Users and digital communication	15	-	-	-	-
Subject-element code 47790325-01	Users and digital communication	15	Free oral test with own original work	The 7-point scale	External examiner appointed by the Ministry	Constituent or elective study (cf. 10 a and b)
Module 7	Computer media, genres and digital aesthetics	15	-	-	-	-
Subject-element code 47790326-01	Computer media, genres and digital aesthetics	15	Free written take-home assignment	The 7-point scale	External examiner appointed by the Ministry	Constituent or elective study (cf. 10 a and b)
Module 8	Optional subjects	30	-	-	-	-
Subject-element code 47790319-01	Optional subject 1 (external)	15	Free written take-home assignment)	The 7-point scale	External examiner appointed by the Ministry	Elective study
Subject-element code 47790320-01	Optional subject 1 (internal)	15	Free written take-home assignment	Pass/Fail	External examiner appointed by the University	Elective study
Subject-element code 47790321-01	Optional subject 2 (external)	15	Free oral test with material	The 7-point scale	External examiner appointed by the Ministry	Elective study
Subject-element code 47790322-01	Optional subject 2 (internal)	15	Free oral test with material	Pass/Fail	External examiner appointed by the University	Elective study
Subject-element code 47790323-01	Optional subject 3	7,5	Free written take-home assignment	Pass/Fail	External examiner appointed by the University	Elective study
Module 9	Thesis	30	-	-	-	-
Subject-element code 110	Thesis	30	Free written take-home assignment	The 7-point scale	External examiner appointed by the Ministry	Constituent and compulsory

10 a. The Master's Programme in Media Studies

(1) The Master's Programme in Media Studies consists of modules within the main subject with the option of a Master's elective studies. The student is entitled to determine the sequence of the modules, cf. however (4).

(2) The programme includes 15 ECTS credits in an elective subject within the main subject area.

(3) The elective Master's studies are worth 30 ECTS credits and may be chosen from outside the main subject area. Students are entitled to take elective study modules from other study programmes or as optional subjects as part of this curriculum. It is also possible to opt for subject elements from the Master's Programme in Film Studies, provided the students do not take the same subject element more than once in the course of the programme.

(4) The programme concludes with a 30 ECTS credits thesis, which must be on a Media Studies topic.

(5) At the discretion of the Board of Studies, the thesis may be extended to 60 ECTS credits if it is experimental in nature.

(6) The recommended course of study for the Master's Programme is depicted in the following table, which presupposes that the student commences in the autumn.

1st semester	Media organisations and institutions 15 ECTS credits	Elective study 15 ECTS credits
2nd semester	Audience and user studies 15 ECTS credits	Elective study 15 ECTS credits
3rd semester	Media, aesthetics and genres 15 ECTS credits	Production and communications 15 ECTS credits
4th semester	Thesis 30 ECTS credits	

10 b. The Master's Programme in Media Studies with profile in digital-media science

(1) The Master's Programme in Media Studies with digital-media science profile consists of modules within the main subject with the option of a Master's elective studies. The student is entitled to determine the sequence of the modules, cf. however (4).

(2) The programme includes 15 ECTS credits in an elective subject within the main subject area.

(3) The elective Master's studies are worth 30 ECTS credits and may be chosen from outside the main subject area. The student can either take elective modules from other study programmes or as optional subjects as part of this curriculum. They are also allowed to choose subject elements from the Master's Programme in Film Studies, as long as students do not take the same subject element more than once in the course of a degree.

(4) The programme concludes with a 30 ECTS credits thesis, which must be on a Media Studies topic.

(5) At the discretion of the Board of Studies, the thesis may be extended to 60 ECTS credits if it is experimental in nature.

(6) The recommended course of study for the Master's Programme is depicted in the following table, which presupposes that the student commences in the autumn.

1st semester	Media organisations and institutions 15 ECTS credits	Elective study 15 ECTS credits
2nd semester	Users and digital communication 15 ECTS credits	Elective study 15 ECTS credits
3rd semester	Computer media, genres and digital aesthetics 15 ECTS credits	Production and communications 15 ECTS credits
4th semester	Thesis with focus on digital media 30 ECTS credits	

10 c. The Master's Programme in Media Studies with profile aimed for the Danish Upper-Secondary School

(1) The Master's Programme in Media Studies with profile aimed for the Danish Upper-Secondary School comprises modules in the main subject area as well as the Master's elective studies, which builds further on the Bachelor Programme's elective studies aimed for the Danish upper-secondary school. The student is entitled to determine the sequence of the modules, cf. however (4).

(2) The programme includes 15 ECTS credits in an elective subject within the main subject area.

(3) The programme concludes with a 30 ECTS credits thesis. The thesis must be on a Media Studies subject, and as far as possible combine the main subject and the elective study, with the main emphasis on the main subject.

(4) At the discretion of the Board of Studies, the thesis may be extended to 60 ECTS credits if it is experimental in nature.

(5) The recommended course of study for the profile aimed for the Danish Upper-Secondary School is depicted in the tables below, which presupposes that the student commences in the autumn.

1st semester	Production and communications 15 ECTS credits	Upper-secondary-school-related MA elective study 15 ECTS credits
2nd semester	Upper-secondary-school related MA elective study 15 ECTS credits	Upper-secondary-school-related MA elective study 15 ECTS credits
3rd semester	Media, aesthetics and genre 15 ECTS credits	Audience and user studies 15 ECTS credits
4th semester	Thesis 30 ECTS credits	

(6) For students with BA elective studies aimed for the Danish upper-secondary school corresponding to 60 ECTS credits, the main subject also covers the following subject element corresponding to 15 ECTS credits: Subject element 101 – *Media organisations and institutions*. It is recommended that this subject element is taken in either the first or the second semester.

11. The programme's modules:

Module 1: Media organisations and institutions

15 ECTS credits

- Competency target for the module** On successful completion of the module, the student is capable of:
- accounting for theories about media institutions and organisations
 - describing principles for management and project management
 - explaining the differences and similarities between different types of media institutions and their interrelationships with other social and cultural institutions
 - analysing specific media organisations, their internal structures and external functions
 - analysing and explaining organisations' and institutions' communications and media strategies
 - using empirical methods to study media institutions and/or media organisations
 - characterising organisations and institutions in terms of conflicts and the balance of power, both internally and in relation to national and global factors.

Special regulations The module *Media organisations and institutions* can be chosen from the Master's Programme in Film Studies as a replacement for *Media organisations and institutions*.

Media organisations and institutions (constituent) (subject element 47790311-01)

15 ECTS credits

- Academic targets** For the examination, students must be able to:
- account adequately and critically for theories regarding media institutions and organisations
 - evaluate and independently compare relevant methods for the analysis of media organisations and institutions
 - analyse specific media institutions and organisations in a social and cultural context
 - account for the differences and similarities between different types of media institutions and organisations
 - characterise and analyse organisations' and institutions' communications and media strategies
 - account for media organisations' and institutions' position in a national and global perspective.

Forms of teaching and working Class instruction. The teaching combines lectures, discussions in plenary sessions based on specific examples of institutional and organisational analysis, and group exercises in project management and in the planning and evaluation of small, real-life projects.

Syllabus The syllabus covers a total of 1,200 standard pages of social-science and humanities theory and method regarding institutions and organisational analysis. Half of the specified literature, including at least 100 standard pages published before 1960, is compulsory joint literature selected by the teacher, while the rest of the syllabus is chosen in relation to the agreed subject for the examination.
Special syllabus forms are not distributed. The lists are identical with the home-assignment bibliography, which must meet the syllabus requirements.

Exam provisions ***Form of examination:*** The student can choose to sit the exam as:
A: Active participation with free written take-home assignment
B: Free written take-home assignment.
Form of assessment: The 7-point scale.
Examination language: Danish or English.
Grading: External examiner appointed by the University.
Scope:
Form of examination A: Three written exercises – two compulsory and one free – of five standard pages each, and a final free written take-home-assignment of 10 standard pages. Only the final assignment is included in the assessment.
For each of the compulsory assignments, the teacher will set three questions, of which the student must answer one. The student is able to choose the subject for the free assignment. If an assignment cannot be approved, the student is given the opportunity to re-work it with a deadline of seven days. If it is not possible to accept the reworked version, the exam is considered failed. If a student has not submitted and received approval for all three papers by a deadline set by the teacher, the student may not register for this examination type and will be asked to take examination B. If, on the other hand, a student has submitted all three assignments and they have been approved, and therefore has been granted the right to register for examination A, the right is retained for later exam registration in the event of the student failing the exam, withdrawing the registration or failing to complete for some other reason.
Form of examination B: 20-25 standard pages.
Materials permitted: All materials are permitted.
Group test:
Form of examination A: The assignments can be completed individually or in groups. In the case of group assignments, the scope per assignment is 10 standard pages for two participants, 12 standard pages for three participants, and 15 standard pages for four participants. The final free written take-home essay can only be taken individually.
Form of examination B: This can be taken either individually or as a group test with individual assessment. If two students write together, the scope for the home-assignment is 35–40 standard pages, if three students work together, the assignment is 40–50 standard pages, and for four students it is 50–

65 standard pages.

Each individual's contribution must constitute an identifiable entity in itself, which can be assessed separately. The joint element must not exceed 50% of the total length of the assignment.

Module 2: Audience and user studies

15 ECTS credits

- Competency target for the module** On successful completion of the module, the student is capable of:
- accounting for theories about effects and forms of usage in relation to different media types
 - explaining the differences and similarities between different traditions within effect and reception research
 - planning and running a small, empirical study of a form of media, a media genre or a media product on the basis of a recipient perspective
 - justifying and applying a range of qualitative and/or quantitative methods in an actual recipient or user survey.

Special regulations The module *Users and digital communication* can be chosen as replacement for *Audience and user studies*.

Audience and user studies (constituent or elective study) (subject element 47790312-01)

15 ECTS credits

- Academic targets** For the examination, students must be able to:
- adequately and critically account for core theories regarding media, recipients and media use
 - conduct specific recipient or user surveys of selected media, genres and/or media products
 - explain and discuss differences and similarities between different qualitative methods within audience and user studies
 - account for and discuss different types of quantitative methods within audience and user studies
 - put into perspective an actual audience and user study of a particular media product in relation to the social and cultural context.

Forms of teaching and working The teaching combines lectures and discussions in plenary sessions based on specific examples of different types of audience and user studies. In relation to the teaching, a small, empirical survey is conducted individually or in groups, to be agreed between the student(s) and the teacher.

Syllabus The syllabus covers a total of 1,200 standard pages of social-science and humanities theory and method regarding institutions and organisational analysis. At least 600 standard pages must be general, theoretical methodical literature about audience and user studies, including at least 100 standard pages written before 1960, while the rest of the syllabus is chosen in relation to the agreed empirical survey. The examination syllabus is approved by the internal examiner and submitted on special forms at the same time as the material for the examination. All deadlines will be published on notice boards.

Exam provisions

Form of examination: Free oral presentation of a subject with self-produced materials.

Form of assessment: The 7-point scale.

Examination language: Danish or English.

Grading: External examiner appointed by the Ministry.

Scope: The oral examination lasts a total of 30 minutes, of which max. 15 minutes are devoted to the candidate's presentation of a subject, min. 10 minutes to dialogue between the internal examiner and the student, and five minutes to deliberation by the internal and external examiners.

Materials: The material for the examination takes the form of a report of 10–15 standard pages about the study conducted by the student in relation to the examination.

Materials permitted: The student is allowed to take the submitted material into the examination. The student is also allowed to take along a written synopsis for the oral presentation, which must be max. one standard page and must not be submitted in advance. A copy of any such synopsis must be submitted at the start of the examination to both the internal examiner and the external examiner. Other teaching materials are not permitted.

Group test: The test can only be taken as an individual examination. The empirical study and the associated report can be written by a group of students. The report's length is independent of the number of members of the group.

Special regulations

The material is weighted at 50% of the assessment.

Module 3: Media, aesthetics and genres

15 ECTS credits

- Competency target for the module** On successful completion of the module, the student is able to:
- account for core theories about media and genres, both fictional and factual, within selected media types on a high level
 - use relevant methods to analyse media genres and media products within selected media types
 - reflect critically on and compare different theories and methods of analysis of media genres and aesthetics
 - explain the relationship between different media genres and their aesthetics, production and reception conditions
 - describe and analyse one or more selected genres in relation to their aesthetics and their social and cultural context.

Special regulations The modules *Film/television history and analysis* from the Master's Programme in Film Studies and *Computer media, genres and digital aesthetics* can be chosen as a replacement for *Media, aesthetics and genre*.

Media, aesthetics and genres (constituent or elective study) (subject element 47790313-01)

15 ECTS credits

- Academic targets** For the examination, students must be able to:
- account adequately and critically for theories regarding the relationship between media, aesthetics and genres
 - account for, discuss and compare relevant methods of analysis in relation to one or more selected genres
 - conduct an independent genre analysis of specific media products
 - reflect critically on analysis of genres and aesthetics, and of theory and methodology
 - account for the relationship between one or more selected genre's aesthetics, production and reception conditions, as well as their wider social and cultural context.

Forms of teaching and working The teaching combines lectures, discussions in plenary sessions and groups with the option of specific analysis exercises conducted individually or in groups.

Syllabus The syllabus covers a total of 1,000 standard pages about media and genre analysis.
At least 500 standard pages must be general, theoretical methodical literature spread over different media and genres, including at least 100 standard pages published before 1960, while the rest of syllabus is chosen in relation to the agreed subject for the examination paper.
Special syllabus forms are not distributed. The lists are identical with the home-assignment bibliography, which must meet the syllabus requirements.

Exam provisions

Form of examination: Free written take-home assignment.

Form of assessment: The 7-point scale.

Examination language: Danish or English.

Grading: External examiner appointed by the University.

Scope: 20–25 standard pages.

Materials permitted: All materials are permitted.

Group test: The examination can be taken individually or as a group test with individual assessment. If two students write together, the scope for the home-assignment is 35–40 standard pages, if three students work together, the assignment is 40–50 standard pages, and if four students are involved it is 50–65 standard pages.

Each individual's contribution must constitute an identifiable entity in itself, which can be assessed separately. The joint element must not exceed 50% of the total length of the assignment.

Module 4: Media production and public communication

15 ECTS credits

- Competency target for the module** On successful completion of the module, the student is able to:
- implement practical communications tasks within selected media and genres
 - reflect on their communications projects in relation to genre, target group and the intention behind the communication
 - account for the interaction between media institutions and organisations in specific media-production and -communication contexts
 - account for theories about communication in different media, genres and contexts
 - analyse specific media products and media genres, in particular the interaction between the content and form of communications.

- Special regulations** Students sit the examination in *Media production and public communication* within one of the following subject elements:
- *Film and television production and communication*
 - *Computer-media production and communication*
 - *Written communication*
 - *Cross-media communication*

Subject elements in the module *Audiovisual communication* can be chosen from the Master's Programme in Film Studies as a replacement for *Media production and public communication*.

Film and television production and communication (constituent, elective subject) (subject element 47790314-01)

15 ECTS credits

- Academic targets** For the examination, students must be able to:
- produce practical media productions and public communications in film and/or TV
 - master the effects used within the chosen genre in their self-produced media product
 - master production techniques on a semi-professional level in the self-produced media product
 - reflect on their own self-produced media products and communications in relation to relevant media and genres
 - discuss their own media products in relation to the conditions at relevant media institutions
 - reflect on target groups in relation to the media products
 - document theoretical knowledge of communications in relation to selected media, genres and communications contexts.

Forms of teaching and working	The teaching comprises lectures about core theories and methods of analysis regarding communications, exercises, and discussions about the analysis of different media and genres within communications. On this basis, the students produce an actual media product, individually or in groups.
Syllabus	The syllabus covers a total of 900 standard pages of literature, as well as a student production and three media products relevant to the exam. At least 450 standard pages must be general, theoretical and analytical literature about communications, while the rest of the specified literature is associated with the student production, the three media products and the specific examination subjects. The examination syllabus is approved by the internal examiner and submitted on special forms at the same time as the material for the examination. All deadlines will be published on notice boards.
Exam provisions	<p>Form of examination: Free oral presentation of a subject with self-produced materials.</p> <p>Form of assessment: The 7-point scale.</p> <p>Examination language: Danish or English.</p> <p>Grading: External examiner appointed by the Ministry.</p> <p>Scope: The oral examination lasts a total of 30 minutes, of which max. 15 minutes are devoted to the candidate's presentation of a subject, min. 10 minutes to dialogue between the internal examiner and the student, and five minutes to deliberation by the internal and external examiners.</p> <p>Materials: The material consists of a student-produced video production of maximum 30 minutes, and a report of five standard pages, which presents a theoretical and analytical account of the student production and puts the media products specified into perspective. Please refer to Board of Studies' guidelines regarding student-produced material.</p> <p>The formats permitted for submission (hardware and software) for student productions are listed in the examination guidelines on the department's website. Please refer to the department's examination guidelines for details of the time and place for the submission of materials.</p> <p>Materials permitted: Students may bring the submitted report to the examination. The student is also allowed to take along a written synopsis for the oral presentation, which must be max. one standard page and must not be submitted in advance. A copy of any such synopsis must be submitted at the start of the examination to both the internal examiner and the external examiner. Other teaching materials are not permitted.</p> <p>Group test: The examination can only be taken as an individual examination, but the material can be drawn up in groups.</p>
Special regulations	<p>The material (student production and report) is weighted at 50% of the assessment.</p> <p>Students who have not taken the BA programme in Film and Media Studies at the University of Copenhagen are not allowed to use the department's audiovisual equipment before successfully completing a compulsory introductory course in the use of the equipment. The compulsory attendance level for the introductory course is 100%.</p>

Computer-media production and communication (constituent, elective subject) (subject element 47790315-01)

15 ECTS credits

Academic targets

For the examination, students must be able to:

- produce a practical media product and associated communications within digital media
- master the effects used within the chosen genre in their self-produced media product
- master production techniques on a semi-professional level in the self-produced media product
- reflect on the student-produced media product and its communications in relation to relevant digital media and genres
- discuss their own media products in relation to the conditions at relevant media institutions
- reflect on target groups in relation to the media products
- document theoretical knowledge of communications in relation to selected media, genres and communications contexts.

Forms of teaching and working

The teaching comprises lectures about core theories and methods of analysis regarding communications, exercises, and discussions about analysis of different media and genres within communications. On this basis, the students produce an actual media product, individually or in groups.

Syllabus

The syllabus covers a total of 900 standard pages of literature, as well as a student production and three media products relevant to the exam. At least 450 standard pages must be general, theoretical and analytical literature about communications, while the rest of the specified literature is associated with the student production, the three media products and the specific examination subjects. The examination syllabus is approved by the internal examiner and submitted on special forms at the same time as the material for the examination. All deadlines will be published on notice boards.

Exam provisions

Form of examination: Free oral presentation of a subject with self-produced materials.

Form of assessment: The 7-point scale.

Examination language: Danish or English.

Grading: External examiner appointed by the Ministry.

Scope: The oral examination lasts a total of 30 minutes, of which max. 15 minutes are devoted to the candidate's presentation of a subject, min. 10 minutes to dialogue between the internal examiner and the student, and five minutes to deliberation by the internal and external examiners.

Materials: The material consists of a website, video game or other student-produced digital-media product, and a report of five standard pages that presents theoretical and analytical accounts of the student production and puts the media products specified into perspective. Please refer to Board of Stud-

ies' guidelines regarding student-produced material.

The formats permitted for submission (hardware and software) for student productions are listed in the examination guidelines on the department's website. Please refer to the department's examination guidelines for details of the time and place for the submission of materials.

Materials permitted: Students may bring the submitted materials (hard copy or a website printout) to the examination. The student is also allowed to take along a written synopsis for the oral presentation, which must be max. one standard page and must not be submitted in advance. A copy of any such synopsis must be submitted at the start of the examination to both the internal examiner and the external examiner. Other teaching materials are not permitted.

Group test: The examination can only be taken as an individual examination, but the material can be drawn up in groups.

Special regulations

The material (student production and report) is weighted at 50% of the assessment.

Students who have not taken the BA programme in Film and Media Studies at the University of Copenhagen are not allowed to use the department's audiovisual equipment before successfully completing a compulsory introductory course in the use of the equipment. The compulsory attendance level for the introductory course is 100%.

Written communication (constituent, elective subject) (subject element 47790316-01)

15 ECTS credits

Academic targets

For the examination, students must be able to:

- produce practical media products and communications in printed media
- master the effects used within the chosen genre in their self-produced media product
- master production techniques on a semi-professional level in the self-produced media product
- reflect on the student-produced media product and its communications in relation to relevant digital media and genres
- discuss their own media products in relation to the conditions at relevant media institutions
- reflect on target groups in relation to the media products
- document theoretical knowledge of communications in relation to selected media, genres and communications contexts.

Forms of teaching and working

The teaching comprises lectures about core theories and methods of analysis regarding communications, exercises, and discussions about analysis of different media and genres within communications. On this basis, the students produce an actual media product, individually or in groups.

Syllabus

The syllabus covers a total of 900 standard pages of literature, as well as a student production and three media products of relevance to the exam. At least 450 standard pages must be general, theoretical and analytical literature about communications, while the rest of the specified literature is associated with the student production, the three media products and the specific examination subjects. The examination syllabus is approved by the internal examiner and submitted on special forms at the same time as the material for the examination. All deadlines will be published on notice boards.

Exam provisions

Form of examination: Free oral presentation of a subject with self-produced materials.

Form of assessment: The 7-point scale.

Examination language: Danish or English.

Grading: External examiner appointed by the Ministry.

Scope: The oral examination lasts a total of 30 minutes, of which max. 15 minutes are devoted to the candidate's presentation of a subject, min. 10 minutes to dialogue between the internal examiner and the student, and five minutes to deliberation by the internal and external examiners.

Materials: The material consists of one or more articles or reviews, as well as a report of five standard pages that presents a theoretical and analytical account of the student productions and puts the media products specified into perspective. Please refer to Board of Studies' guidelines regarding student-produced material.

Please refer to the department's examination guidelines for details of the time and place for the submission of materials.

Materials permitted: The student is allowed to take the submitted material into the examination. The student is also allowed to take along a written synopsis for the oral presentation, which must be max. one standard page and must not be submitted in advance. A copy of any such synopsis must be submitted at the start of the examination to both the internal examiner and the external examiner. Other teaching materials are not permitted.

Group test: The test can only be taken as an individual.

Special regulations

The material (student production and report) is weighted at 50% of the assessment.

Cross-media communication (constituent, elective subject) (subject element 47790317-01)

15 ECTS credits

Academic targets

For the examination, students must be able to:

- produce practical media products and communications in at least two forms of media
- master the effects used within the chosen genre in their self-produced media product
- master production techniques on a semi-professional level in the self-produced media product

- reflect on the student-produced media product and its communications in relation to relevant digital media and genres
- discuss their own media products in relation to the conditions at relevant media institutions
- reflect on target groups in relation to the media products
- document theoretical knowledge of communications in relation to selected media, genres and communications contexts.

Forms of teaching and working The teaching comprises lectures about core theories and methods of analysis regarding communications, exercises, and discussions about analysis of different media and genres within communications. On this basis, the students produce an actual media product, individually or in groups.

Syllabus The syllabus covers a total of 900 standard pages of literature, as well as a student production and three media products relevant to the exam. At least 450 standard pages must be general, theoretical and analytical literature about communications, while the rest of the specified literature is associated with the student production, the three media products and the specific examination subjects. The examination syllabus is approved by the internal examiner and submitted on special forms at the same time as the material for the examination. All deadlines will be published on notice boards.

Exam provisions

Form of examination: Free oral presentation of a subject with self-produced materials.

Form of assessment: The 7-point scale.

Examination language: Danish or English.

Grading: External examiner appointed by the Ministry.

Scope: The oral examination lasts a total of 30 minutes, of which max. 15 minutes are devoted to the candidate's presentation of a subject, min. 10 minutes to dialogue between the internal examiner and the student, and five minutes to deliberation by the internal and external examiners.

Materials: The material consists of a cross-media student production and a report of five standard pages that presents a theoretical and analytical account of the student production and puts the media products specified into perspective. Please refer to Board of Studies' guidelines regarding student-produced material.

The formats permitted for submission (hardware and software) for student productions are listed in the examination guidelines on the department's website. Please refer to the department's examination guidelines for details of the time and place for the submission of materials.

Materials permitted: Students may bring the submitted materials (hard copy or website printout, as well as report) to the examination. The student is also allowed to take along a written synopsis for the oral presentation, which must be max. one standard page and must not be submitted in advance. A copy of any such synopsis must be submitted at the start of the examination to both the internal examiner and the external examiner. Other teaching materials are not permitted.

Group test: The examination can only be taken as an individual examination, but the material can be drawn up in groups.

Special regulations

The material (student production and report) is weighted at 50% of the assessment.

Students who have not taken the BA programme in Film and Media Studies at the University of Copenhagen are not allowed to use the department's audiovisual equipment before successfully completing a compulsory introductory course in the use of the equipment. The compulsory attendance level for the introductory course is 100%.

Module 5: Academic Internship

15 ECTS credits

- Competency target for the module** On successful completion of the module, the student is capable of:
- applying academic knowledge of institutions and organisations in relation to work in practise in a media organisation
 - solving specific tasks in a media organisation
 - accounting for and conducting communications and project management
 - accounting for relevant theories about organisations.

Academic Internship (elective study) (subject element 47790318-01)

15 ECTS credits

- Academic target** For the examination, students must be able to:
- analyse and reflect upon the academic internship
 - account for the external and internal relations at the place of internship
 - relate the academic internship to relevant theories and methods within, e.g. research into institutions and organisations, recipients and users
 - account for communication and presentation in relation to the place of work.
- Forms of teaching and working** The student completes an academic internship of at least three months' full-time work in a public or private company whose purpose is audiovisual communication and presentation in the broadest sense.
- Syllabus** The syllabus covers 300 standard pages of theoretical/analytical literature of relevance to the student's academic internship. Special syllabus forms are not distributed. The lists are identical with the home-assignment bibliography, which must meet the syllabus requirements.
- Exam provisions** *Form of examination:* Free written take-home assignment.
Form of assessment: Pass/Fail.
Examination language: Danish or English.
Grading: External examiner appointed by the University.
Scope: 10–15 standard pages.
Materials permitted: All materials are permitted.
Group test: The test can only be taken individually.
- Special regulations** In advance of the academic internship, a written agreement is signed by the student and the employer. Before the academic internship commences, this agreement must be approved by the Board of Studies or a person authorised by the Board of Studies. The agreement must specify that the student and the employer intend to live up to the relevant regulations regarding the duration

of the internship, the nature of the work and supervision. It must be evident from the final assignment that the academic internship has been completed in accordance with these requirements.

Module 6: Users and digital communication

15 ECTS credits

- Competency target for the module** On successful completion of the module, the student is capable of:
- accounting for theories about effects and forms of use in association with different media types, with a particular focus on digital media
 - explaining the differences and similarities between different traditions within effect and reception research
 - plan and conduct a small study of a form of digital media, a digital-media genre or a digital-media product, based on a recipient perspective
 - justifying and applying a range of qualitative and/or quantitative methods in an actual recipient or user survey.

Users and digital communication (constituent or elective study) (subject element 47790325-01)

15 ECTS credits

- Academic targets** For the examination, students must be able to:
- account adequately and critically for core theories regarding digital media, recipients and media use
 - conduct specific recipient or user surveys of selected digital media, genres and/or media products
 - explain and discuss the differences and similarities between different qualitative methods within audience and user studies
 - account for and discuss the different types of quantitative methods within audience and user studies
 - put into perspective an actual audience and user study of a particular media product in relation to its social and cultural context.

- Forms of teaching and working** The teaching combines lectures and discussions in plenary sessions, based on specific examples of different types of audience and user studies. In relation to the teaching, a small empirical study is conducted in groups, to be agreed by the student(s) and the teacher. The study can also be conducted individually.

- Syllabus** The syllabus covers a total of 1,200 pages about social-science and humanities theory and method regarding audience and user studies. At least half should consist of general theoretical and methodical literature about audience and user studies, including at least 100 pages published before 1960, while the rest of the syllabus is chosen in relation to the agreed empirical study. The examination syllabus is approved by the internal examiner and submitted on special forms at the same time as the material for the examination. All deadlines will be published on notice boards.

Exam provisions

Form of examination: Free oral presentation of a subject with self-produced materials.

Form of assessment: The 7-point scale.

Examination language: Danish or English.

Grading: External examiner appointed by the Ministry.

Scope: The oral examination lasts a total of 30 minutes, of which max. 15 minutes are devoted to the candidate's presentation of a subject, min. 10 minutes to dialogue between the internal examiner and the student, and five minutes to deliberation between the internal and external examiners.

Materials: The material for the examination takes the form of a report of 10–15 standard pages about the study the student conducted in relation to the examination.

Materials permitted: The student is allowed to take the submitted material into the examination. The student is also allowed to take along a written synopsis for the oral presentation, which must be max. one standard page and must not be submitted in advance. A copy of any such synopsis must be submitted at the start of the examination to both the internal examiner and the external examiner. Other teaching materials are not permitted.

Group test: The empirical study and the associated report can be written by a group of students. The report's length is independent of the number of members of the group.

Special regulations

The material is weighted at 50% of the assessment.

Module 7: Computer media, genres and digital aesthetics

15 ECTS credits

- Competency target for the module** On successful completion of the module, the student is able to:
- account for core theories about media and genres, both fictional and factual, with a focus on digital media
 - use relevant methods to analyse media genres and media products within digital media
 - reflect critically on and compare different theories and methods for the analysis of digital media, genres and aesthetics
 - explain the relationship between different digital-media genres and their aesthetics, production and reception conditions
 - describe and analyse one or more selected genres in relation to their aesthetics and their social and cultural context.

Computer media, genres and digital aesthetics (constituent or elective study) (subject element 47790326-01)

15 ECTS credits

- Academic targets** For the examination, students must be able to:
- account adequately and critically for theories regarding the relationship between digital media, aesthetics and genres
 - account for, discuss and compare relevant methods of analysis in relation to one or more selected digital media genres
 - conduct an independent genre analysis of specific digital media products
 - reflect critically on the analysis of digital genres and aesthetics and of the use of theories and methods
 - account for the relationship between the aesthetics, production and reception conditions of one or more selected digital media genres, as well as their wider social and cultural context.

Forms of teaching and working The teaching combines lectures, discussions in plenary sessions and groups, with the option of specific analysis exercises, conducted individually or in groups.

Syllabus The syllabus covers a total of 1,000 standard pages about media and genre analysis.
At least 500 standard pages must be general, theoretical methodical literature spread over different media and genres, including at least 100 standard pages published before 1960, while the rest of syllabus is chosen in relation to the agreed subject for the examination paper.
Special syllabus forms are not distributed. The lists are identical with the home-assignment bibliography, which must meet the syllabus requirements.

Exam provisions

Form of examination: Free written take-home assignment.

Form of assessment: The 7-point scale.

Examination language: Danish or English.

Grading: External examiner appointed by the Ministry.

Scope: 20–25 standard pages.

Materials permitted: All materials are permitted.

Group test: The examination can be taken individually or as a group test with individual assessment. If two students write together, the scope for the home-assignment is 35–40 standard pages, if three students work together, the assignment is 40–50 standard pages, and for four students it is 50–65 standard pages.

Each individual's contribution must constitute an identifiable entity in itself, which can be assessed separately. The joint element must not exceed 50% of the total length of the assignment.

Module 8: Optional subjects

- Competency target for the module** On successful completion of the module, the student is capable of:
- identifying and structuring media-studies questions and making them the object of independent analysis
 - applying relevant theories and methods about a media-studies subject specified by the student
 - reflecting critically on theoretical and methodical choices in relation to an academic issue
 - elaborating upon and contextualising a range of media-studies subject areas in relation to a wider media field
 - communicating an issue studied in an academic manner.

Optional subject 1 (external) (elective study) (subject element 47790319-01)

15 ECTS credits

- Academic targets** For the examination, students must be able to:
- delineate and process a media-studies issue independently, on a level that reflects in-depth knowledge and understanding of the subject's academic methods
 - account for core theories relevant to the chosen subject
 - relate critically to their own theoretical and methodical choices
 - communicate an issue studied in an academic manner.

- Forms of teaching and working** A number of subject courses run each semester. The form of teaching and working will typically be a combination of lecture, plenary discussions, input from students and group work.

- Syllabus** The syllabus covers 1,200 standard pages of literature. The syllabus is specified by the student in consultation with the supervisor/internal examiner, and in relation to the agreed subject for the examination. Separate syllabus forms do not have to be submitted, but the home-assignment bibliography must meet the syllabus requirements.

- Exam provisions**
- Form of examination:* Free written take-home assignment.
Form of assessment: The 7-point scale.
Examination language: Danish or English.
Grading: External examiner appointed by the Ministry.
Scope: 20–25 standard pages.
Materials permitted: All materials are permitted.
Group test: The examination can be taken individually or as a group test with individual assessment. If two students write together, the scope for the home-assignment is 35–40 standard pages, if three students work together the assignment is 40–50 standard pages, and if four students are involved it is 50–65 standard pages.
Each individual's contribution must constitute an identifiable entity in itself,

which can be assessed separately. The joint element must not exceed 50% of the total length of the assignment.

Optional subject 1 (internal) (elective study) (subject element 47790320-01)

15 ECTS credits

Academic targets

For the examination, students must be able to:

- delineate and process a media-studies issue independently, on a level that reflects in-depth knowledge and understanding of the subject's academic methods
- account for core theories relevant to the chosen subject
- relate critically to their own theoretical and methodical choices
- communicate an issue studied in an academic manner.

Forms of teaching and working

A number of subject courses run each semester. The form of teaching and working will typically be a combination of lecture, plenary discussions, input from students and group work.

Syllabus

The syllabus covers 1,200 standard pages of literature. The syllabus is specified by the student in consultation with the supervisor/internal examiner and in relation to the agreed subject for the examination.

Separate syllabus forms do not have to be submitted, but the home-assignment bibliography must meet the syllabus requirements.

Exam provisions

Form of examination: Free written take-home assignment.

Form of assessment: Pass/Fail.

Examination language: Danish or English.

Grading: External examiner appointed by the University.

Scope: 20–25 standard pages.

Materials permitted: All materials are permitted.

Group test: The examination can be taken individually or as a group test with individual assessment. If two students write together, the scope for the home-assignment is 35–40 standard pages, if three students work together, the assignment is 40–50 standard pages, and if four students are involved it is 50–65 standard pages.

Each individual's contribution must constitute an identifiable entity in itself, which can be assessed separately. The joint element must not exceed 50% of the total length of the assignment.

Optional subject 2 (external) (elective study) (subject element 47790321-01)

15 ECTS credits

Academic targets	<p>For the examination, students must be able to:</p> <ul style="list-style-type: none">• delineate and process a media-studies issue independently, on a level that reflects in-depth knowledge and understanding of the subject's academic methods• account for core theories relevant to the chosen subject• relate critically to their own theoretical and methodical choices• communicate an issue studied in an academic manner.
Forms of teaching and working	<p>A number of subject courses run each semester. The form of teaching and working will typically be a combination of lecture, plenary discussions, input from students and group work.</p>
Syllabus	<p>The syllabus covers 1,200 standard pages of literature. The syllabus is specified by the student in consultation with the supervisor/internal examiner and in relation to the agreed subject for the examination.</p> <p>The examination syllabus is approved by the internal examiner and submitted on special forms at the same time as the material for the examination. All deadlines will be published on notice boards.</p>
Exam provisions	<p>Form of examination: Free oral presentation of a subject with materials. Form of assessment: The 7-point scale. Examination language: Danish or English. Grading: External examiner appointed by the Ministry. Scope: The oral examination lasts a total of 30 minutes, of which max. 15 minutes are devoted to the candidate's presentation of a subject, min. 10 minutes to dialogue between the internal examiner and the student, and five minutes to deliberation between the internal and external examiners. Materials: The material is normally a written presentation of maximum 10 standard pages and/or a student production. Please refer to Board of Studies' guidelines regarding student-produced material. The type of material is agreed with the internal examiner. The material must not be a manuscript for the oral presentation. Materials permitted: The student is allowed to take the submitted material into the examination. The student is also allowed to take along a written synopsis for the oral presentation, which must be max. one standard page and must not be submitted in advance. A copy of any such synopsis must be submitted at the start of the examination to both the internal examiner and the external examiner. Other teaching materials are not permitted. Group test: The test can only be taken individually.</p>
Special regulations	<p>If the material consists of an approved student production, it is weighted at 50% of the assessment.</p>

Optional subject 2 (internal) (elective study) (subject element 47790322-01)

15 ECTS credits

Academic targets	<p>For the examination, students must be able to:</p> <ul style="list-style-type: none">• delineate and process a media-studies issue independently, on a level that reflects in-depth knowledge and understanding of the subject's academic methods• account for core theories relevant to the chosen subject• relate critically to their own theoretical and methodical choices• communicate an issue studied in an academic manner.
Forms of teaching and working	<p>A number of subject courses run each semester. The form of teaching and working will typically be a combination of lecture, plenary discussions, input from students and group work.</p>
Syllabus	<p>The syllabus covers 1,200 standard pages of literature. The syllabus is specified by the student in consultation with the supervisor/internal examiner and in relation to the agreed subject for the examination.</p> <p>The examination syllabus is approved by the internal examiner and submitted on special forms at the same time as the material for the examination. All deadlines will be published on notice boards.</p>
Exam provisions	<p>Form of examination: Free oral presentation of a subject with materials. Form of assessment: Pass/Fail. Examination language: Danish or English. Grading: External examiner appointed by the University. Scope: The oral examination lasts a total of 30 minutes, of which max. 15 minutes are devoted to the candidate's presentation of a subject, min. 10 minutes to dialogue between the internal examiner and the student, and five minutes to deliberation between the internal and external examiners. Materials: The material is normally a written presentation of maximum 10 standard pages and/or a student production. Please refer to Board of Studies' guidelines regarding student-produced material. The type of material is agreed with the internal examiner. The material must not be a manuscript for the oral presentation. Materials permitted: The student is allowed to take the submitted material into the examination. The student is also allowed to take along a written synopsis for the oral presentation, which must be max. one standard page and must not be submitted in advance. A copy of any such synopsis must be submitted at the start of the examination to both the internal examiner and the external examiner. Other teaching materials are not permitted. Group test: The test can only be taken individually.</p>
Special regulations	<p>If the material is an approved student production, it is weighted at 50% of the overall assessment.</p>

Optional subject 3 (internal) (elective study) (subject element 47790323-01)

7.5 ECTS credits

Academic targets	<p>For the examination, students must be able to:</p> <ul style="list-style-type: none">• delineate and process a media-studies issue independently, on a level that reflects in-depth knowledge and understanding of the subject's academic methods• account for core theories relevant to the chosen subject• relate critically to their own theoretical and methodical choices• communicate an issue studied in an academic manner.
Forms of teaching and working	<p>A number of subject courses run each semester. The form of teaching and working will typically be a combination of lecture, plenary discussions, input from students and group work.</p>
Syllabus	<p>The syllabus covers 600 standard pages of literature. The syllabus is specified by the student in consultation with the supervisor/internal examiner and in relation to the agreed subject for the examination. Separate syllabus forms do not have to be submitted, but the home-assignment bibliography must meet the syllabus requirements.</p>
Exam provisions	<p>Form of examination: Free written take-home assignment. Form of assessment: Pass/Fail. Examination language: Danish or English. Grading: External examiner appointed by the University. Scope: 10–15 standard pages. Materials permitted: All materials are permitted. Group test: The test can only be taken individually.</p>
Special regulations	<p>Optional subject 3 can only be included in students' programmes if the person in question has taken an exam outside of the Department of Film and Media Studies that accounts for fewer than 15 ECTS credits. In conjunction with the transferring of credits, the Board of Studies can place academic restrictions on this subject element.</p>

Module 9: Thesis

30 ECTS credits

- Competency target for the module** On successful completion of the module, the student is able to:
- subject a defined media-studies problem to academic scientific analysis
 - reflect critically on relevant theoretical and methodical choices in relation to the chosen problem
 - present the successfully completed analysis in a documented and argued form
 - communicate the results of the analysis in clear and understandable language to a professional audience.

Thesis (constituent and compulsory) (subject element 47790324-01)

30 ECTS credits

- Academic targets** For the examination, students must be able to:
- account adequately and critically for media studies
 - apply relevant theories and methods to a defined media-studies problem
 - identify a delineated issue within media studies and make it the object of an independent and in-depth academic analysis
 - reflect critically on theoretical and methodical choices in relation to an academic issue
 - communicate the results of an academic study to a professional audience in well-defined, well-structured and well-planned manner, using a linguistically precise idiom
 - summarise the thesis's contents and results in an adequate and precise manner.

- Forms of teaching and working** There is no teaching in association with thesis writing. Instead, individual and group supervision is available.

- Syllabus** No requirements are placed on the students to read a particular number of pages of literature, but it is assumed that the student will include literature relevant to the thesis subject.

- Exam provisions**
- Form of examination:* Free written take-home assignment.
Form of assessment: The 7-point scale.
Examination language: Danish or English.
Grading: External examiner appointed by the Ministry.
Scope: 65–80 standard pages.
Materials permitted: All materials are permitted.
Group test: The examination can be taken individually or as a group test with individual assessment. If two students write together, the requirement for the

thesis is 105–120 standard pages, for three students the requirement is 145–160 standard pages, and in the case of four students, 185–200 standard pages. Each individual's contribution must constitute an identifiable entity in itself, which can be assessed separately. The joint part must not exceed 50% of the total length of the thesis.

Special regulations

The Head of Studies in the Department of Media, Cognition and Communication approves the subject for the thesis and a plan for supervision, and sets a deadline for submission.

The thesis must be accompanied with a summary of ½ to one standard page. The summary is included in the assessment. If the thesis is written in Danish, the summary must be in English. If the thesis is written in English, the summary must be in Danish.

If the thesis includes student productions approved by an internal examiner (e.g. empirical studies, a video production, manuscript, website, essay or other practical communications product), the number of pages may be reduced by 25.

Student productions are weighted at 50% of the assessment.

Module 10: Thesis with focus on digital media

30 ECTS credits

- Competency target for the module** On successful completion of the module, the student is able to:
- subject a defined media-studies problem, with a focus on digital media, to academic analysis
 - reflect critically on relevant theoretical and methodical choices in relation to chosen problem
 - present the successfully completed analysis in a documented and argued form
 - communicate the analysis results in a clear and understandable language to a professional audience.

Thesis with focus on digital media (constituent and compulsory) (subject element 47790327-01)

30 ECTS credits

- Academic targets** In their work on the thesis, students must be able to:
- account adequately and critically for media studies, with special emphasis on digital media
 - apply relevant theories and methods to a defined media-studies problem
 - make a defined problem within media studies the object of an independent and in-depth academic analysis
 - reflect critically on theoretical and methodical choices in relation to an academic issue
 - communicate the results of an academic study to a professional audience in well-defined, well-structured and well-planned manner, using a linguistically precise idiom
 - summarise the thesis's contents and results in an adequate and precise manner.

Forms of teaching and working There is no teaching in association with thesis writing. Instead, individual and group supervision is available.

Syllabus No requirements are placed on the students to read a particular number of pages of literature, but it is assumed that the student will include literature relevant to the thesis subject.

Exam provisions

Form of examination: Free written take-home assignment.
Form of assessment: The 7-point scale.
Examination language: Danish or English.
Grading: External examiner appointed by the Ministry.
Scope: 65–80 standard pages.
Materials permitted: All materials are permitted.
Group test: The examination can be taken individually or as a group test with

individual assessment. If two students write together, the requirement for the thesis is 105–120 standard pages, for three students, the requirement is 145–160 standard pages, and in the case of four students, 185–200 standard pages. Each individual's contribution must constitute an identifiable entity in itself, which can be assessed separately. The joint part must not exceed 50% of the total length of the thesis.

Special regulations

The Head of Studies in the Department of Media, Cognition and Communication approves the subject for the thesis and a plan for supervision, and sets a deadline for submission. The thesis must be accompanied with a summary of ½ to one standard page. The summary is included in the assessment. If the thesis is written in Danish, the summary must be in English. If the thesis is written in English, the summary must be in Danish.

If the thesis includes student productions approved by an internal examiner (e.g. empirical studies, a video production, manuscript, website, essay or other practical communications product), the number of pages may be reduced by 25.

Student productions are weighted at 50% of the assessment.

Part 7 - Regulations for credits and equivalence

12. (1) Students may apply to the Board of Studies to have subject elements passed in another programme at the same level be approved, instead of elements of the Master's Programme in Media Studies.

(2) If students wish to take subject elements as part of other study programmes at the same level, they must seek prior approval of the Board of Studies.

(3) Credit transfers for the thesis are not permitted from another completed programme, or from study programmes that do not have the same aims as the Master's Programme in Media Studies.

13. (1) Examinations taken under previous curricula for Media Studies are equivalent to the new curriculum, as stipulated below. Passed examinations can be transferred to the new Master's curriculum, and students may finish the programme in compliance with the rules in the new curriculum.

(2) Credit from subject elements from the Master's Programme in Media Studies (the 2000 curriculum) can be transferred as follows:

2000-curriculum	2008 curriculum
410 or 411. Media History	47790319-01, 47790320-01, 47790321-01, 47790322-01. Optional subjects
412 or 413. Computer media history	47790319-01, 47790320-01, 47790321-01, 47790322-01. Optional subjects
420 or 421. Communication and culture theory	47790319-01, 47790320-01, 47790321-01, 47790322-01. Optional subjects
422 or 423. Computer media theory	47790319-01, 47790320-01, 47790321-01, 47790322-01. Optional subjects
430 or 431. Communication and media analysis	47790314-01. Media production and public communication
432 or 433. Computer media communications and media analysis	47790314-01. Media production and public communication
440 or 441. Media sociology and reception analysis	47790312-01. Audience and user studies
442 or 443. Computer media sociology	47790325-01. Users and digital communication
450 or 451. Optional subject 1	47790319-01 or 47790320-01. Optional subject 1
460 or 461. Optional subject 2	47790321-01 or 47790322-01. Optional subject 2
462. Internship	47790318-01. Academic Internship
463 or 464. Optional subject 3	47790323-01. Optional subject 3
470. Thesis	47790324-01. Thesis
471. Thesis (Computer media science)	47790327-01. Thesis with focus on digital media

Part 8 - Examinations and assessment criteria

14. The rules contained in the executive order on university examinations apply to the examinations on the Master's Programme.

15. Rules about examinations, including registration and withdrawal, are published on the Faculty website: www.hum.ku.dk.

16. Examinations must be taken in the same language in which the teaching was conducted, unless the Board of Studies stipulates otherwise.

17. (1) Make-up exams and resits are held in accordance with the regulations laid down in the examination order.

(2) The Board of Studies sets the exact rules for make-up exams and resits, and has the power to decide that they should take a different form from the original exam.

18. (1) Assessment takes the form of the 7-point scale or pass/fail. Complete fulfilment of the academic targets for the individual subject element is worth the mark 12 (twelve).

(2) An examination has been passed if the assessment 02 (two) or 'Passed' is given.

(3) All exams must be passed before the Master's degree is conferred.

19. The Board of Studies may stipulate exact rules for special exam conditions for students who are able to document a need for them, for example because of reduced physical or mental functions.

Part 9 - Study activity and concluding the programme

20. (1) Students who are delayed for more than 6 months in the programme will be offered advice.

(2) Enrolment can be suspended for students who have not actively studied for a coherent period 2 years, cf. the admission order 37.

(3) Requirements for study activity on the Master's Programme correspond to the University's rules for study activity.

21. (1) Students must complete the programme including the elective Master's study within 3 years of commencing studies.

(2) Students who fail to meet the conditions laid out in subsection (1) will have their registration withdrawn.

(3) The Board of Studies sets the exact rules for concluding the programme.

Part 10 - Exemption and other regulations

22. The curriculum and all rules, targets and frameworks stipulated in compliance with it will be published on the Faculty website: www.hum.ku.dk.

23. Under special circumstances, the Board of Studies may grant exemptions from the rules contained in the curriculum that have been set by the Board of Studies.

24. (1) Students who opt to put together their own Master's Programme are personally responsible for ensuring that 2/3 of the programme (80 ECTS credits) is assessed with grades, and that at least 1/3 (40 ECTS credits) is assessed by an external examiner appointed by the Ministry.

(2) Students who opt to put together their own Master's Programme are also personally responsible for ensuring that it fulfils the requirements for the composition of the programme in terms of main subject and elective studies, cf. 1.

Part 11 - Commencement and transitional regulations

25. This curriculum comes into force on 1 September 2008, and is valid for students who enrol on the Master's Programme on or after that date, cf. 4 (1).

26. (1) Examinations under the curricula issued in compliance with the executive order on humanities programmes (1995) will be held for the last time in summer 2011, and in 2012 for extended Master's Programmes.

(2) Students on the Master's curricula mentioned in (1) who have not passed the Master's Programme by summer 2011 will be transferred to the 2008 curriculum.

(3) Students who have passed exams in compliance with previous curricula may transfer credits for those exams, cf. 13 (2).

Approved by the Board of Studies for Media, Cognition and Communication, Copenhagen, 24 June 2008.

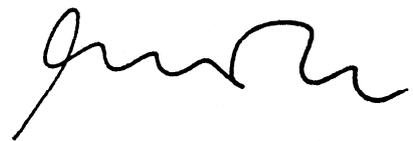
Approved by the Dean of the Faculty of Humanities, 27 August 2008.

Aadjusted and approved by the Board of Studies for Media, Cognition and Communication, Copenhagen, 13 April 2010.

Adjusted and approved by the Dean of the Faculty of Humanities, 24 August 2010.



Kirsten Refsing
Dean



/Annette Moe
Director of Studies