

COURSE SYLLABUS

Media Engagement and Activism, 7.5 credits

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Course Code:	LMEK15	Education Cycle:	First-cycle level
Confirmed:	Feb 24, 2025	Disciplinary domain:	Social sciences (80%) and Technology (20%)
Revised:	May 26, 2026	Subject group:	Media and Communication Studies
Valid From:	Aug 31, 2026	Specialised in:	G1F First cycle, has less than 60 credits in first-cycle course/s as entry requirements
		Main field of study:	Media and Communication Science

Intended Learning Outcomes (ILO)

On completion of the course, the student should be able to:

Knowledge and Understanding

- identify the historical dynamics of collective organisation
- describe communication processes that shape and condition collective organisation
- explain the roles of different types of media in processes of collective organisation

Skills and Abilities

- apply media and communication theories to analyse collective organisation
- compare the roles and uses of different types of media for collective organisation in different contexts

Judgement and Approach

- critically assess the roles and uses of different types of media in collective organisation in relation to how they may or may not contribute to democratic and diverse political participation
- discuss how communication processes condition and modulate collective organisation
- problematise the relation between media technologies and collective organisation in relation to democratic and diverse political participation

Content

- Network society theory
- Media engagement
- Media activism
- Social movements theory
- Social movement media and communication
- Civil society organisation and mobilisation
- Collective organisation and mobilisation

Type of Instruction

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

A learning management system is used.

Students who have been admitted to and registered for a course have the right to receive

instruction/supervision for the duration of the time period specified for the particular course instance to which they were accepted. After that, the right to receive instruction/supervision expires.

Language of instruction is English.

Entry Requirements

General entry requirements and passed courses of at least 37,5 credits in Media and Communication Science or equivalent. Proof of English proficiency is required.

Examination and Grades

The course is graded A, B, C, D, E, FX or F.

The grades A, B, C, D and E are all passing grades. For courses with more than one element of examination, students are given a final grade based on an overall assessment of all the elements included in the course. The final grade of the course is issued only when all elements of examination have been passed.

The examination is based on the intended learning outcomes.

The forms of course examination are seminar, individual written examination and individual written assignment.

The examination must allow for students to be assessed on an individual basis. Further information concerning assessment of specific intended learning outcomes and grading criteria is provided at the beginning of the course.

To pass the course students must receive at least a passing grade on every assignment. The final course grade is determined by weighting the grades of Individual written examination and Individual written assignment.

Registration of examination:

Name of the Test	Value	Grading
Seminar 1	1 credit	G/U
Seminar 2	1 credit	G/U
Seminar 3	1 credit	G/U
Individual written examination	2.5 credits	A/B/C/D/E/FX/F
Individual written assignment	2 credits	A/B/C/D/E/FX/F

Course Evaluation

The instruction is followed up throughout the course. A course evaluation is conducted at the end of the course. A summary and comments are published in the learning management system. The evaluation constitutes a basis for future improvements to the course.

Other Information

Students are guaranteed a minimum of three attempts to pass an examination, including the regular attempt. If a student has failed the same examination three times, the student can request that the next attempt be graded by a new examiner. The decision to accept or reject such a request is made by the associate dean of education. A student may not make a second attempt at any examination already passed in order to receive a higher grade.

In case a course is terminated or significantly altered, examination according to the earlier syllabus shall be offered on at least two occasions in the course of one year after the termination/alteration.

The examiner has the right to give an adapted examination or let the student carry out the examination in an alternative way provided that the intended learning outcomes can be secured and that there are exceptional reasons for this, including the student's right to targeted study support.

Course Literature

Please note that the course literature may be revised up to eight weeks before the start of the course.

Bennett, Lance W. & Segerberg, Alexandra (2013). *The Logic of Connective Action: Digital Media and the Personalization of Contentious Politics*. Cambridge University Press. 256 p.

Castells, Manuel (2013). *Communication Power*. Oxford University Press. 571 p.

Couldry, Nick (2010). *Why Voice Matters: Culture and Politics after Neoliberalism*. Sage. 184 p.

Custódio, Leonardo (2017). *Favela Media Activism: Counterpublics for Human Rights in Brazil*. Lexington Books. 237 p.

Dahlgren, Peter (2013). *The Political Web: Media, Participation and Alternative Democracy*. Springer. 206 p.

Dahlgren, Peter & Hill, Annette (2022). *Media Engagement*. Taylor Francis LTD. 188 p.

Gerbaudo, Paolo (2012). *Tweets and the Streets: Social Media and Contemporary Activism*. Pluto Press. 210 p.

Hill, Annette & Kondo, Koko (2022). Entertainment Mobilisation: Nordic Noir Fans and Screen Tourism. In Trandafoiu, Ruxandra (Ed.), *Border Crossings and Mobilities on Screen* (p 173-184). Taylor Francis LTD. 12 p.

Hill, Anette & Lunt, Peter (2024). *The Routledge Companion to Media Audiences*. Routledge. 582 p.

Jeppesen, Sandra (2021). *Transformative Media: Intersectional Technopolitics from Indymedia to #blacklivesmatter*. UBC Press. 312 p.

Milan, Stefania (2013). *Social Movements and their Technologies: Wiring Social Change*. Palgrave Macmillan. 248 p.

Treré, Emeliano (2018). *Hybrid Media Activism: Ecologies, Imaginaries, Algorithms*. Routledge. 222 p.

Articles and other literature of approximately 200 pages may be added.

Reference literature:

Granovetter, Mark (1973). The Strength of Weak Ties. *The American Journal of Sociology*, 78(6), 1360–1380.

Hansen, Derek, Schneiderman, Ben, Smith, Marc & Himelboim, Itai (2019). *Analyzing Social Media Networks with NodeXL: Insights from a Connected World*. Morgan Kaufmann.

Citing Sources – How to Create Literature References

<https://ju.se/library/academic-language/reference-management.html>

Information about plagiarism at higher education institutions
Available in the learning management system