

FACULTY OF HUMANITIES

UNIVERSITY OF COPENHAGEN



Programme curriculum
**Master's programme in
Film and Media Studies
2019**

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Corrected 2021

**Faculty of Humanities
University of Copenhagen**

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This programme curriculum is supplemented by the faculty's *Shared curriculum for study programmes at the Faculty of Humanities*. Students enrolled under this curriculum are therefore subject to the guidelines and rules described in both the shared curriculum and the programme curriculum.

Part 1. Legal basis

Section 1. Legal basis

This curriculum has been drawn up under the authority endowed by:

- Ministerial Order no. 106 of 12 February 2018 on Admission to and Enrolment in Master's (Candidatus) Programmes at Universities (*Kandidatadgangsbekendtgørelsen*)
- Ministerial Order no. 1328 of 15 November 2016 on Bachelor's and Master's (Candidatus) Programmes at Universities (*Uddannelsesbekendtgørelsen*)
- Ministerial Order no. 1062 of 30 June 2016 on University Examinations and Grading (*Eksamensbekendtgørelsen*)
- Ministerial Order no. 114 of 3 February 2015 on the Grading Scale and Other Forms of Assessment of Study Programmes under the Ministry of Higher Education and Science (*Karakterbekendtgørelsen*).

(2) Please notice that only the Danish version of the curriculum has legal validity.

(3) If there are discrepancies between the Danish and English versions of the curriculum, the Danish version will extend.

Part 2. Admission requirements, prescribed period of study, affiliations and title

Section 2. Admission requirements

Admission to the Master's degree programme is in accordance with the Ministerial Order concerning admission and enrolment.

(2) Students who have passed the bachelor's programme in Film and Media Studies at the University of Copenhagen are entitled to admission to the master's programme in Film and Media Studies at the same place, up to 3 years after completing the bachelor's programme (legal entitlement). The calculation of the three years starts at the next ordinary admission after the completion of the bachelor's programme, and ends immediately after completion the ordinary admission three years after. Read more about legal entitlement at www.studier.ku.dk/kandidat

(3) The following bachelor programmes grant direct admission to the master's programme in Film and Media Studies:

- Film and Media Studies at University of Copenhagen
- Media Studies at Aarhus University
- Media Studies at University of Southern Denmark
- Communication and IT at University of Copenhagen

(4) The faculty may admit applicants other than those mentioned in paragraph 2 and 3 if it is assessed that the applicant has at least 45 ECTS in Film and Media Studies. The 45 ECTS must fall within subject areas covered by the bachelor's programme in Film and Media Studies.

(5) To be enrolled in an upper-secondary-school master's program, the student must 1) have passed the bachelor's part of a subsidiary subject prescribed to 45 ECTS and 2) enroll in the master's part of the associated subsidiary subject at the same time as enrolling in the master's program.

(6) All applicants without legal entitlement who wish to complete the programme in Danish must document A-level Danish and B-level English corresponding the Danish upper-secondary school system before commencing their studies.

(7) Students who wish to take the programme in English have to pass English assessment corresponding to B-level English in the Danish upper-secondary school system before commencing their studies.

(8) The faculty decides the admission capacity for the master's programme in Film and Media Studies each year. The admission capacity is published each year at www.studier.ku.dk/kandidat.

(9) If the number of qualified applicants exceeds the admission capacity, applicants will be prioritised in line with criteria at www.studier.ku.dk/kandidat.

Section 3. Prescribed period of study

The master's programme in Film and Media Studies is prescribed to 120 ECTS.

(2) If the study programme is combined with a minor subject outside the main subject area (the Humanities), it will be extended by 30 ECTS.

Section 4. Affiliation

The master's programme in Film and Media Studies falls under the auspices of the Study Board for Media, Cognition and Communication and the body of external examiners for Film and Media Studies.

Section 5. Title

On successful completion of the master's programme with major subject in Film and Media Studies are entitled to use the title Master of Arts (MA) in Film and Media Studies in Danish cand.mag. i film- og medievidenskab.

Part 3. Technical requirements pertaining to study

Section 6. Reading texts in foreign languages

Students are required to read academic texts in English on all of the programme's subject elements. In addition, some of the teaching will be in English.

Section 7. Definition of a standard page

A standard page is defined in section 7 of the shared curriculum for study programmes at the Faculty of Humanities.

(2) For the master's programme in Film and Media Studies, the following also applies: Illustrations, diagrams, tables etc. is not included in the calculation of the scope.

Section 8. Syllabus

The syllabus provisions are presented under each subject element.

Part 4. Competency goals and academic profile

Section 9. Competency description

A master's degree graduate in film and media studies will gain a broad and in-depth knowledge of film and media, as well as of the interplay between different media and platforms in digital and cross-media settings. The programme provides theoretical, analytical, methodological and practical skills for understanding and working with film and media in a national and global context, including the ability to independently formulate relevant research questions and critically analyse complex questions relating to the role of public and private media organisations and institutions as well as the changing conditions and forms of production, distribution and reception that have come about as a result of digitalisation. Graduates will gain theoretical, analytical and historical knowledge about narrative forms, aesthetics and genres, about the media's revised business models and value creation, about the interplay between culture, society and media institutions, as well as about digital communication strategies. Graduates will be able to translate theoretical and analytical knowledge into practical media production and communication aimed at different target groups across communicative genres. Graduates in Film and Media Studies will acquire competencies to enable them to work in modern film, media and communication organisations and across various media in a digital film and media culture with mass media, interpersonal media and network media. The Master's programme in Film and Media Studies qualifies graduates for further education, including the PhD programme.

Section 10. Competency profile

A master's programme in Film and Media Studies gives the student the following:

Knowledge of

- film and media studies theories and research traditions (aesthetic, sociological, cultural, technological and communicative) and how they have developed since the establishment of new digital platforms and network structures.
- research methods and how to design complex surveys to answer key research questions in film and media studies.
- the dynamics and mechanisms of digital media systems and creative film and media industries.
- digital communication, dissemination and storytelling strategies across media and platforms.

Skills in:

- independently planning and carrying out empirical analyses of complex issues on the basis of a number of methods and evaluating the results obtained.
- conducting in-depth analyses of film and media in a variety of contexts and across media and platforms.
- analysing how classical and modern media work on digital platforms, including new production, distribution and usage patterns and their importance for the development of different communication strategies.
- working jointly together with businesses and, on the basis of knowledge gained from film and media studies, developing digital content for different purposes and on different platforms.

Competencies to:

- critically discuss film and media research issues and carry out analyses at an advanced level.

- analyse complex digital communication contexts, forms of distribution and communication strategies.
- communicate an understanding of digital media structures' complex modus operandi and of the work processes, distribution and business models involved in the creative film and media industries, in a national and global context.
- implement the preparation and production of digital content for different communication platforms as well as evaluate selected communication and distribution strategies.

Part 5. Structure and subject elements

Section 11. Structure

The study programme consists of subject elements corresponding to 90 ECTS, including a master's thesis corresponding to 30 ECTS. The study programme also contains elective studies corresponding to 30 ECTS.

(2) The upper-secondary-school profile consists of subject elements corresponding to 75 ECTS, including a master's thesis corresponding to 30 ECTS. The additional minor subject at master's level corresponds to 45 ECTS.

(3) The thesis must be written in semester 4 and completes the studies. The student has to have passed 60 ECTS in order to register for the thesis.

Section 12. Study programme profiles/specialisations

The master's programme in Film and Media Studies has the following specialisations:

- Master's programme in Film and Media Studies (general profile) (section 13a)
- Master's programme in Film and Media Studies with upper-secondary-school profile (Section 13b).

Section 13a. Master's programme in Film and Media Studies (general profile)

The table below shows the structure of the master's programme.

(2) If there are too many applicants for a course, places are allocated according to individual academic assessments.

(3) The study programme contains a 30-ECTS mobility window which students can use for master's elective studies, studying abroad, etc.

Semester	Subject elements:	
1.	Research Design and Empirical Methods 15 ECTS	Film Theory and Analysis: Film, TV and Digital Storytelling 15 ECTS <i>or</i> Media Theory and Analysis: Digital Media Cultures, Networks and Society 15 ECTS
2.	Digital Media Structures and Creative Film and Media Industries 15 ECTS	Digital Film and Media Strategies 15 ECTS
3. Mobility window	Master's Elective Studies 30 ECTS	

Semester	Subject elements:
4.	Master's Thesis 30 ECTS

Section 13b. Master's programme in Film and Media Studies with upper-secondary-school profile

The thesis must as far as possible connect the major subject and the master's minor, with the main emphasis on the major subject.

(2) This profile does not include a mobility window.

(3) The table below shows the structured course of study for the master's programme with upper-secondary-school profile.

Semester	Subject elements:	
1.	Master's Minor 15 ECTS	Film Theory and Analysis: Film, TV and Digital Storytelling 15 ECTS <i>or</i> Media Theory and Analysis: Digital Media Cultures, Networks and Society 15 ECTS
2.	Digital Media Structures and Creative Film and Media Industries 15 ECTS	Digital Film and Media Strategies 15 ECTS
3.	Master's Minor 30 ECTS	
4.	Master's Thesis 30 ECTS	

Section 14. Study start Test

Objective	The objective of the Commencement of Studies Test is to encourage an active study culture, determine if the student has commenced the education and are participating actively during the classes.
Exam provisions	Form of exam: Active class participation. Scope: 100 % class attendance in <i>Study Design and Experimental Methods</i> . Exam language: Danish. Assessment: Internal exam with one examiner, approved / not approved. Temporal placing: The first week of class in <i>Study Design and Experimental Methods</i> . Make-up exam/resit: Reflection note, 1 standard page.
Exceptions	The student has two attempts to pass the Commencement of Studies Test. The make-up exam/resit takes place 2 weeks after study start. The make-up exam/resit consists of a note with the students reflections on motivation to apply for the education.

Section 15. Subject elements of the programme

Research Design and Empirical Methods (compulsory and constituent for the general profile)

Undersøgelsesdesign og empiriske metoder (obligatorisk og konstituerende for den almene profil)

15 ECTS

Activity code: HFMK03501E

<p>Academic targets</p>	<p>At the examination, the student can demonstrate:</p> <p>Knowledge and understanding of:</p> <ul style="list-style-type: none"> • the application of qualitative and quantitative empirical research methods to answer a given research question. • the theoretical bases underpinning different qualitative and quantitative methods, their respective explanatory efficacy, and how they are embedded in different research traditions. • mixed-method strategies, including the use of digital IT tools, their complex interaction, and how they may be applied to different film and media research questions. <p>Skills to:</p> <ul style="list-style-type: none"> • formulate a research question and develop a complex, theoretical research design that necessitates the application of several empirical methods. • use different tools to collect and analyse different types and amounts of data and reflect critically on the tools used and the results achieved. • present a research design and argue for the selected methods in both written and spoken forms. <p>Competencies to:</p> <ul style="list-style-type: none"> • select and combine the right methodological and theoretical tools to address a research question. • assess the chosen strategy and the applicability and validity of the research in relation to specific functions and contexts. • plan, conduct and present the results of empirical research based on film and media theory and methodology.
<p>Syllabus</p>	<p>The syllabus consists of 700 standard pages of compulsory course literature set by the lecturer and 300-500 standard pages chosen by the student and which is relevant to the subject of the assignment. The student's syllabus list does not have to be approved in advance by the lecturer.</p> <p>For make-up exams/resits, students must e-mail their syllabus list (which is the same as for the regular exam) to the lecturer no later than the day that the deadline for registering for resits expires. The lecturer formulates two questions based on the syllabus list for the set assignment, one of which the students must answer.</p>
<p>Teaching and working methods</p>	<p>Lectures and seminars with classroom teaching, individual presentations and group work.</p>

<p>Exam provisions</p>	<p>Form of exam: Oral exam, optional subject, with material, following active class participation Active class participation consists of:</p> <ul style="list-style-type: none"> • 2 approved oral or written exercises set by the seminar lecturer (10-15-minute presentation or 3-5 standard pages per submission). <p>Scope: 30 minutes, including grading. No preparation time is allowed. The material for the oral examination must be 7-10 standard pages. The material counts for 50 % of the assessment.</p> <p>Assessment: Internal exam with two examiners, the 7-point grading scale. Active class participation must be approved by the seminar lecturer.</p> <p>Regulations for group exams: The examination may only be taken individually, but the material may be prepared in groups. The amount of the material is irrespective of whether it is prepared individually or in groups. Maximum 3 students. 11-15 standard pages (2 students), 14-20 standard pages (3 students).</p> <p>Exam language(s): Danish or English.</p> <p>Permitted exam aids: The student may bring a one-page synopsis for the oral presentation as well as the submitted material into the exam.</p> <p>Make-up exam/resit: Conducted in the same manner as the original exam.</p> <hr/> <p>Exam in case of non-approved active class participation</p> <p>Form of exam: Take-home assignment, set subject.</p> <p>Scope: 21–25 standard pages with a 14 days deadline.</p> <p>Assessment: Internal exam with one examiner, the 7-point grading scale.</p> <p>Regulations for group exams: This exam can only be sat individually.</p> <p>Exam language(s): Danish or English.</p> <p>Permitted exam aids: All.</p> <p>Make-up exam/resit: Same as immediately above.</p>
<p>Special Provisions</p>	<p>2-3 seminars are offered, in which you choose specialist options from: film, television and digital storytelling; digital media, networks and society; and/or digital communication and media culture.</p> <p>One of the exercises from the active class participation sessions will form the basis of the material for the oral exam.</p> <p>If a submitted exercise is not approved, the student is given the opportunity to rework it within a time limit of 7 days. If the revised version is also rejected, the student’s active class participation is considered “not approved”.</p> <p>The exam starts with the student’s presentation (10 minutes), then there is a 15-minute dialogue between the student and the examiners, and finally 5 minutes for grading.</p> <p>Active class participation which has been approved is valid for the following 2 exam periods.</p>

Film Theory and Analysis: Film, TV and Digital Storytelling (constituent)

Filmvidenskabelig teori og analyse: film, tv og digitale billedfortællinger (konstituerende)

15 ECTS

Activity code: HFMK03511E

<p>Academic targets</p>	<p>At the examination, the student can demonstrate:</p> <p>Knowledge and understanding of:</p> <ul style="list-style-type: none"> • the particular theoretical and academic research issues which have informed the development of the key concepts within film and media studies and how they correlate with technological, social and cultural changes. • the analytical implications of applying different types of theoretical film and media studies concepts to a wide variety of contexts, both historically and in the current film and media culture. • theories on digitisation and its influence on the development of theoretical concepts within film and media studies. • the relationship between theory and methodology in relation to the analysis of academic film and media texts and communication processes. <p>Skills to:</p> <ul style="list-style-type: none"> • develop theoretical concepts and discuss these both in their historical context and in a number of other contexts. • demonstrate different theories' explanatory efficacy, their strengths and limitations, through analytical examples. • understand the analytical problems within film and media studies presented as a result of the rise in digitisation. • critically evaluate the application of concepts by means of comparative arguments. <p>Competencies to:</p> <ul style="list-style-type: none"> • account for theoretical concepts and demonstrate their analytical explanatory efficacy in relation to different media and platforms. • discuss different theoretical schools in relation to each other and assess the analytical consequences associated with applying different theories. • apply the right theory and methodology on the basis of analytical intent, context and situation.
<p>Syllabus</p>	<p>The syllabus consists of 700 standard pages of compulsory course literature set by the lecturer and 300-500 standard pages chosen by the student and which is relevant to the subject of the assignment. The student's syllabus list does not have to be approved in advance by the lecturer.</p> <p>For make-up exams/resits, students must e-mail their syllabus list (which is the same as for the regular exam) to the lecturer no later than the day that the deadline for registering for resits expires. The lecturer formulates two questions based on the syllabus list for the set assignment, one of which the students must answer.</p>
<p>Teaching and working methods</p>	<p>Class teaching with discussion, individual presentations and group work.</p>

<p>Exam provisions</p>	<p>Form of exam: Take-home assignment, optional subject, following active class participation. Active class participation consists of:</p> <ul style="list-style-type: none"> • At least 75% attendance • Approval of 2 oral or written exercises set by the lecturer (10-15 minute presentation or 3-5 standard pages per submission). <p>Scope: 11–15 standard pages. Assessment: Internal exam with one examiner, the 7-point grading scale. Active class participation must be approved by the lecturer. Regulations for group exams: The take-home assignment can be written individually or as a group (max. 3 students), but the exam is taken individually. If several students work together on an assignment, their individual contributions must constitute distinct units that can be identified and assessed separately. The joint part must not exceed 50% of the total. Take-home assignments for group exams are: 16-22 standard pages (2 students) or 22-30 standard pages (3 students). Exam language(s): Danish or English. Permitted exam aids: All. Make-up exam/resit: Conducted in the same manner as the original exam.</p> <hr/> <p>Exam in case of non-approved active class participation Form of exam: Take-home assignment, set subject. Scope: 21–25 standard pages with a 14 days deadline. Assessment: Internal exam with one examiner, the 7-point grading scale. Regulations for group exams: This exam can only be sat individually. Exam language(s): Danish or English. Permitted exam aids: All. Make-up exam/resit: Same as immediately above.</p>
<p>Special Provisions</p>	<p>If a submitted exercise is not approved, the student is given the opportunity to rework it within a time limit of 7 days. If the revised version is also rejected, the student's active class participation is considered "not approved".</p> <p>Active class participation which has been approved is valid for the following 2 exam periods.</p>

Media Theory and Analysis: Digital Media Cultures, Networks and Society (constituent)

Medievidenskabelig teori og analyse: digitale mediekulturer, netværk og samfund (konstituerende)

15 ECTS

Activity code: HFMK03521E

<p>Academic targets</p>	<p>At the examination, the student can demonstrate:</p> <p>Knowledge and understanding of:</p> <ul style="list-style-type: none"> • the particular theoretical and academic research issues which have informed the development of the key concepts within film and media studies and how they correlate with technological, social and cultural changes. • the analytical implications of applying different types of theoretical film and media studies concepts to a wide variety of contexts, both historically and in the current film and media culture. • theories on digitisation and its influence on the development of theoretical concepts within film and media studies. • the relationship between theory and methodology in relation to the analysis of academic film and media texts and communication processes. <p>Skills to:</p> <ul style="list-style-type: none"> • discuss theoretical concepts in different contexts. • argue the strengths and shortcomings of theories, generally and in reference to specific cases. • understand the analytical problems that digitalisation and datafication have raised in film and media studies. • choose and apply a relevant theoretical framework for a research topic. <p>Competencies to:</p> <ul style="list-style-type: none"> • account for theoretical concepts and demonstrate their analytical explanatory efficacy in relation to different media and platforms. • discuss different theoretical schools in relation to each other and assess the analytical consequences associated with applying different theories. • apply the right theory and methodology on the basis of analytical intent, context and situation.
<p>Syllabus</p>	<p>The syllabus consists of 700 standard pages of compulsory course literature set by the lecturer and 300-500 standard pages chosen by the student and which is relevant to the subject of the assignment. The student's syllabus list does not have to be approved in advance by the lecturer.</p> <p>For make-up exams/resits, students must e-mail their syllabus list (which is the same as for the regular exam) to the lecturer no later than the day that the deadline for registering for resits expires. The lecturer formulates two questions based on the syllabus list for the set assignment, one of which the students must answer.</p>
<p>Teaching and working methods</p>	<p>Class teaching with discussion, presentations and group work.</p>

<p>Exam provisions</p>	<p>Form of exam: Take-home assignment, optional subject following active class participation. Active class participation consists of:</p> <ul style="list-style-type: none"> • At least 75% attendance • Approval of 2 oral or written exercises set by the lecturer (10-15 minute presentation or 3-5 standard pages per submission). <p>Scope: 11–15 standard pages. Assessment: Internal exam with one examiner, the 7-point grading scale. Active class participation must be approved by the lecturer. Regulations for group exams: The take-home assignment can be written individually or as a group (max. 3 students), but the exam is taken individually. If several students work together on an assignment, their individual contributions must constitute distinct units that can be identified and assessed separately. The joint part must not exceed 50% of the total. Take-home assignments for group exams are: 16-22 standard pages (2 students) or 22-30 standard pages (3 students). Exam language(s): Danish or English. Permitted exam aids: All. Make-up exam/resit: Conducted in the same manner as the original exam.</p> <hr/> <p>Exam in case of non-approved active class participation Form of exam: Take-home assignment, set subject. Scope: 21–25 standard pages with a 14 days deadline. Assessment: Internal exam with one examiner, the 7-point grading scale. Regulations for group exams: This exam can only be sat individually. Exam language(s): Danish or English. Permitted exam aids: All. Make-up exam/resit: Same as immediately above.</p>
<p>Special Provisions</p>	<p>If a submitted exercise is not approved, the student is given the opportunity to rework it within a time limit of 7 days. If the revised version is also rejected, the student's active class participation is considered "not approved".</p> <p>Active class participation which has been approved is valid for the following 2 exam periods.</p>

Digital Media Structures and Creative Film and Media Industries (compulsory and constituent)

Digitale mediestrukturer og kreative film- og mediebrancher (obligatorisk og konstituerende)

15 ECTS

Activity code: HFMK03531E

<p>Academic targets</p>	<p>At the examination, the student can demonstrate:</p> <p>Knowledge and understanding of:</p> <ul style="list-style-type: none"> • digital media systems' infrastructures and dynamics, both nationally and globally, and digital media industries' organisational structures, forms of financing and value creation processes. • creative film and media industries' work processes and forms of organisation in a digital media landscape, including film and television production, journalism and targeted communication. • central theories and concepts of digital media structures and film and media industries. • the dynamics between creative processes, media-economic models and general principles of media systems. <p>Skills to:</p> <ul style="list-style-type: none"> • analyse global and network-based distribution and business models, user interaction and produsage and working methods, workflows and processes in different types of film and media organisations. • formulate specific research questions on the film and digital media landscape with relevance to specific players in a range of industries. • understand the work processes in different film and media industries in relation to wider media structural contexts. <p>Competencies to:</p> <ul style="list-style-type: none"> • analyse developments in the current film and digital media landscape and assess these in relation to film and media. • understand the correlation between overall structural aspects of a digital media culture and specific film and media industries. • solve analytical problems for specific players in the different Danish film and media industries and argue for their academic and research relevance. • identify new trends and developments on the basis of research-based knowledge.
<p>Syllabus</p>	<p>The syllabus consists of 700 standard pages of compulsory course literature set by the lecturer and 300-500 standard pages chosen by the student and which is relevant to the subject of the assignment. The student's syllabus list does not have to be approved in advance by the lecturer.</p> <p>For make-up exams/resits, students must e-mail their syllabus list (which is the same as for the regular exam) to the lecturer no later than the day that the deadline for registering for resits expires. The lecturer formulates two questions based on the syllabus list for the set assignment, one of which the students must answer.</p>
<p>Teaching and working methods</p>	<p>Lectures and seminars with classroom teaching, individual presentations and group work.</p>

<p>Exam provisions</p>	<p>Form of exam: Take-home assignment, optional subject, following active class participation. Active class participation consists of:</p> <ul style="list-style-type: none"> • At least 75% attendance • Approval of 2 oral or written exercises set by the lecturer (10-15 minute presentation or 3-5 standard pages per submission). <p>Scope: 11–15 standard pages. Assessment: Internal exam with one examiner, the 7-point grading scale. Active class participation must be approved by the lecturer. Regulations for group exams: The take-home assignment can be written individually or as a group (max. 3 students), but the exam is taken individually. If several students work together on an assignment, their individual contributions must constitute distinct units that can be identified and assessed separately. The joint part must not exceed 50% of the total. Take-home assignments for group exams are: 16-22 standard pages (2 students) or 22-30 standard pages (3 students). Exam language(s): Danish or English. Permitted exam aids: All. Make-up exam/resit: Conducted in the same manner as the original exam.</p> <hr/> <p>Exam in case of non-approved active class participation Form of exam: Take-home assignment, set subject. Scope: 21–25 standard pages with a 14 days deadline. Assessment: Internal exam with one examiner, the 7-point grading scale. Regulations for group exams: This exam can only be sat individually. Exam language(s): Danish or English. Permitted exam aids: All. Make-up exam/resit: Same as immediately above.</p>
<p>Special Provisions</p>	<p>2-3 seminars are offered, in which you choose specialist options from: film, television and digital storytelling; digital media, networks and society; and/or digital communication and media culture.</p> <p>If a submitted exercise is not approved, the student is given the opportunity to rework it within a time limit of 7 days. If the revised version is also rejected, the student's active class participation is considered "not approved".</p> <p>Active class participation which has been approved is valid for the following 2 exam periods.</p>

Digital Film and Media Strategies (compulsory and constituent)

Digitale film- og mediestrategier (obligatorisk og konstituerende)

15 ECTS

Activity code: HFMK03541E

<p>Academic targets</p>	<p>At the examination, the student can demonstrate:</p> <p>Knowledge and understanding of:</p> <ul style="list-style-type: none"> • digital communication, dissemination and narrative in different genres and across different media and digital platforms. • key concepts for understanding communicative film and media strategies and the specific criteria and design behind such strategies in digital media environments, including concepts such as spin, propaganda, branding, PR and event management • the connections between digital film and media launch strategies and new production and online distribution and use patterns. • the development and assessment of communication strategies, narratives and other dissemination strategies in various digital contexts. <p>Skills to:</p> <ul style="list-style-type: none"> • analyse all aspects of a digital communication or dissemination case study based on relevant theoretical concepts and knowledge about audience/viewers/users. • explain theoretically the differences and similarities between different digital communication and dissemination strategies across different platforms. • use theoretical, analytical and practical knowledge to carry out a work assignment for partners in the film and media industry. <p>Competencies to:</p> <ul style="list-style-type: none"> • analyse all the aspects of a given communication or dissemination case study. • develop a digital communication or dissemination strategy from concept to product in collaboration with an organisation or company. • evaluate the implementation and results of a given communication strategy on the basis of an academic analysis of the film and media context in which it is employed.
<p>Syllabus</p>	<p>The syllabus consists of 500 standard pages of compulsory course literature set by the lecturer and 400-500 standard pages chosen by the student and which is relevant to the module and to the subject of the assignment. The student's syllabus list does not have to be approved in advance by the lecturer.</p> <p>For make-up exams/resits, students must e-mail their syllabus list (which is the same as for the regular exam) to the lecturer no later than the day that the deadline for registering for resits expires. The lecturer formulates two questions based on the syllabus list for the set assignment, one of which the students must answer.</p>
<p>Teaching and working methods</p>	<p>Lectures and seminars with classroom teaching, individual presentations and group work.</p>

<p>Exam provisions</p>	<p>Form of exam: Oral exam, optional subject, with material, following active class participation. Active class participation consists of:</p> <ul style="list-style-type: none"> • Approval of 3 exercises/productions. <p>Scope: 30 minutes, including grading. No preparation time is allowed. The material for the oral exam is a production in the form of a film/campaign or, if necessary, something else (approved in advance by the seminar lecturer) of max. 10 minutes' duration or 10 standard pages of text and an accompanying report of 5-7 standard pages. The material is weighted 50% in the assessment.</p> <p>Assessment: External exam, the 7-point grading scale. Active class participation must be approved by the seminar lecturer.</p> <p>Regulations for group exams: The exam may only be taken individually, but exercises/productions and the material must be prepared in groups maximum 5 students. 7-9 standard pages (2 students), 9-11 standard pages (3 students), 11-13 standard pages (4 students), 13-15 standard pages (5 students).</p> <p>Exam language(s): Danish or English.</p> <p>Permitted exam aids: For the oral exam, the student may bring a synopsis of one standard page and the materials submitted.</p> <p>Make-up exam/resit: Conducted in the same manner as the original exam.</p>
	<p>Exam in case of non-approved active class participation</p> <p>Form of exam: Take-home assignment, set subject.</p> <p>Scope: A take-home assignment of 16-20 standard pages and the submission of the accompanying production of max. 10 minutes' duration or 10 standard pages of text. Students have 14 days to submit their paper.</p> <p>Assessment: External exam, the 7-point grading scale.</p> <p>Regulations for group exams: This exam can only be taken individually.</p> <p>Exam language(s): Danish or English.</p> <p>Permitted exam aids: All.</p> <p>Make-up exam/resit: Same as immediately above.</p>
<p>Special Provisions</p>	<p>2-3 seminars are offered, in which you choose specialist options from: film, television and digital storytelling; digital media, networks and society; and/or digital communication and media culture.</p> <p>In the seminars, students work with special cases, for example the production, distribution and launch of fiction and fact formats for different media and platforms, or cross-media campaigns and value-based digital communication for companies and organisations, which are conceived with particular types of film and media users in mind. Students may also work on developing concepts or audio-visual productions or different kinds of digital content for different communication platforms.</p> <p>One of the exercises/productions from the active class participation sessions forms the basis of the material for the oral exam.</p> <p>If the exercise/production is not approved, the student is given the opportunity to revise it within a time limit of 7 days. If the revised version is also rejected, the student's active class participation is considered "not approved".</p> <p>The exam starts with a presentation (10 minutes), after which there is a 15-minute dialogue with the examiners and 5 minutes for grading.</p> <p>Active class participation which has been approved is valid for the following 2 exam periods.</p>

Master's Thesis (compulsory and constituent)

Speciale (obligatorisk og konstituerende)

30 ECTS

Activity code: HFMK03551E

<p>Academic targets</p>	<p>At the examination, the student can demonstrate:</p> <p>Knowledge and understanding of:</p> <ul style="list-style-type: none"> • a defined topic within film and media studies • key theories and methodology related to the subject • the broader film and media issues that the thesis topic relates to. <p>Skills to:</p> <ul style="list-style-type: none"> • carry out an academic analysis of a clearly-defined issue using theories and methodology from film and media studies. • contextualise the defined issue in relation to broader film and media-related issues. • critically reflect on theoretical, analytical and methodological choices. <p>Competencies to:</p> <ul style="list-style-type: none"> • carry out a coherent and thorough analysis of a film and media-related issue. • present research results in a clear, coherent and well-structured way and using precise language. • summarise the content and results of the thesis concisely and precisely.
<p>Syllabus</p>	<p>No specific syllabus requirements.</p>
<p>Teaching and working methods</p>	<p>Individual supervision and master's thesis seminar.</p>
<p>Exam provisions</p>	<p>Form of exam: Take-home assignment, optional subject. Scope: 50-60 standard pages and a ½-1 standard page summary. Assessment: External exam, the 7-point grading scale. The summary is included in the assessment. Regulations for group exams: The exam can be taken individually or as a group (max. 3 students) with individual assessment. If several students work together on a report, their individual contributions must constitute distinct units that can be identified and assessed separately. The joint part must not exceed 50% of the total. Take-home assignments for group exams are: 75-90 standard pages (2 students) or 100-120 standard pages (3 students). Exam language(s): Danish or English. Summary: If the thesis is written in Danish, the summary must be written in English. If the thesis is written in a language other than Danish, the summary must be written in Danish. Permitted exam aids: All. Make-up exam/resit: Conducted in the same manner as the original exam.</p>

Special provisions	If the thesis includes a student production approved by the lecturer (e.g. an in-depth empirical survey, a video production, manuscript, website or other practical dissemination project), the number of pages is reduced to 40-50 standard pages for one student, 60-75 pages (2 students) or 80-100 standard pages (3 students). If a student production forms part of the thesis, it is included in an overall assessment. The student must pass both the production and the written assignment.
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Part 6. Credit and transitional provisions

Section 16. Credit

Students wishing to apply for credit for subject elements that have previously been passed on the master's programme in Film and Media Studies must contact the study board for an individual decision.

(2) Credit for other subject elements is granted in accordance with the rules and regulations in section 19 of the shared curriculum for study programmes at the Faculty of Humanities.

Section 17. Commencement and interim provisions

Once this curriculum enters into force, it will only be possible to take exams under the old curriculum in line with the study board's closure plan. The closure plan is available on KUnet under Study programme → Curriculum and rules.

Part 7. Exemptions, date of commencement and approval

Section 18. Exemptions

Under special circumstances, the study board may grant exemptions from rules contained in the curriculum that have been set by the study board.

Section 19. Commencement

This curriculum enters into force on 1 September 2019, and applies to students who enrol in the master's programme in Film and Media Studies on 1 September 2019 or later.

Section 20. Approval

This curriculum was approved by the Study Board for Media, Cognition and Communication, on 21 June 2018.

This curriculum was approved by the Dean of the Faculty of Humanities on 29 November 2018.

This curriculum was adjusted by the Study Board for Media, Cognition and Communication, on 13 August 2019.

This curriculum was adjusted by the Faculty of Humanities, on 21 August 2019.

This adjusted curriculum was approved by the Dean of the Faculty of Humanities, on 14 January 2020

This curriculum was adjusted by the Faculty of Humanities, on 27 April 2020.

The adjusted curriculum is approved by the Study Board for Department of Communication on 21 June 2021.

The curriculum is adjusted by the Faculty of Humanities on 22 June 2021.

The curriculum is adjusted by the Faculty of Humanities on 2 May 2022.

The adjusted curriculum is approved by the Study Board for Department of Communication on 17 May 2022.

The curriculum is adjusted by the Faculty of Humanities on 1 June 2022.

The curriculum is adjusted by the Faculty of Humanities on 18 January 2024.