

ASSESSMENT GUIDELINES

Course code:	SFB50316
Course name:	Media Studies
Form of examination:	Written assignment, individual The assignment is a media analysis of 2000-3000 words (excluding front page, table of contents and reference list). The assignment must be written in English. The course instructor gives detailed information about the assignment. Grades: A-F
Date:	22.05.2023
Lecturer(s):	Elin Strand Larsen
Comments:	Examinators: Elin Strand Larsen & Joakim Johansen Østby



Course code:	Course name:	Semester:
SFB50316	Media Studies	Spring 2023
Knowledge, skills and general competence		
<p>The candidate</p> <ul style="list-style-type: none"> • has a very sound understanding of the social role of the media and of the hallmarks of modern media dramaturgy. • understand the way the media desks think and function and how modern media coverage is created both national and international. <p>The candidate</p> <ul style="list-style-type: none"> • is skilled in analyzing media coverage and the role of the media in general, and in judging the media coverage of individual cases. <p>The candidate</p> <ul style="list-style-type: none"> • understand the social role of the media and the way the media think and function. • has an ethical perspective on the role of the media. 		
Literature		
<p>Schudson, M. (2011) The sociology of news, New York: Norton Ytreberg, E. (2022) Media and events in history, Cambridge: Polity Press</p> <p>Articles posted on the learning platform - among these:</p> <ul style="list-style-type: none"> • Baran, S. J. (2015) Introduction to mass communication, media literacy and culture 8e, Boston, Mass:McGraw-Hill Higher Education • Dayan, D. & Katz, E. (1992) Media Events - The live broadcasting of history, Cambridge, MA: Harvard University Press • Enli, G. (2015). Mediated authenticity: How the media constructs reality. New York: Peter Lang Publishing Group • Hornnes, E. S. (2012) When women have to apologize, in Allern, Sigurd, & Ester Pollack. (red) Scandalous! : The mediated construction of political scandals in four Nordic countries. Göteborg: Nordicom • Paxon, P. (2010) Mass communications and media studies: An introduction, New York: Continuum • Robertson, A. (2015) Global news: Reporting conflicts and cosmopolitanism, New York: Peter Lang • Thompson, J. B. (2000). Political scandal: Power and visibility in the media age. Cambridge: Polity Press 		
Lectures and tutorials		
<p>Lectures</p> <ul style="list-style-type: none"> • 11 lectures <ul style="list-style-type: none"> ○ Lecture 1: Introduction to Media Studies ○ Lecture 2: Media Events ○ Lecture 3: Global Media & Counter-Hegemonic Media ○ Lecture 4: Fake News and Fact-Checking ○ Lecture 5: Media Scandals ○ Lecture 6: Digital Media Ethics - Guest Lecture: Prof. Charles Ess ○ Lecture 7: Video Games - Guest Lecture: Joakim Johansen Østby ○ Lecture 8: First part -Corporate Storytelling & Profile Branding – Guest Lecture: Hinde De Metsenaere ○ Lecture 8: Second part – TV & Advertising ○ Lecture 9: How to write a media analysis! ○ Lecture 10: World Press Freedom ○ Lecture 11: Summing up, Kahoot & Exam 		

Tutorials

- Tutorials in week 7

Exam evaluation

EXAM, Media Studies 2023

To be handed in by 2 PM (14:00), Monday, 22nd of May 2023



Photo: [Hugo Burnand-Pool](#)

When Queen Elizabeth II died on Sept. 8, 2022, she became the longest serving monarch in British history and Prince Charles, at the age of 73, automatically succeeded her as king, taking the name King Charles III. On May 6, 2023, the official coronation will take place in Westminster Abbey, making Charles, and his wife Camilla, king and queen of the United Kingdom and the other Commonwealth realms.

However, the celebrations risk being overshadowed by a number of royal controversies. In January, the memoir by Prince Harry, titled *Spare*, was published with details about his split with the family. He plans to attend the coronation, while his wife and children stay in California. Prince Andrew, stripped of his royal titles after a sex scandal in 2019, is also invited to the coronation, but with no ceremonial role. The cost of the celebration has been questioned and anti-monarchy protests are being planned on the day of the coronation.

Write a thesis where you analyse the media coverage of the coronation – a **media event** taking place on Saturday, May 6. Compare and contrast the **media framing** of the coronation in various countries and media outlets. You should use:

- Al Jazeera - <https://www.aljazeera.com/>
- British media
- Media of your home country

Present examples of how the different media chose to cover the coronation. You should use at least **five quotes** in total, referring to how the different media framed their coverage.

The thesis must be written in English. When using non-English quotes as examples from the media of your home country, please translate them to English. The thesis should be **2000-3000 words in length**, and you are expected to refer to relevant theories from your reading list and other scientific sources – using [APA 7th referencing style](#).

Hand in the exam via [Inspira](#) no later than **2 pm (14:00), May 22, 2023**.

GOOD LUCK

Grade guidelines

- **A (outstanding)**
 - Outstanding media analysis of the coronation of the British monarch 2023. The candidate shows very good judgment and a high degree of independence. Very good use of the curriculum and other literature. The candidate discusses and judges the term **media event** with references to Katz and Dayan, as well as Ytreberg, and defines the term **media framing** with references to Schudson (or other literature). Very good discussion and a clear link between theory and empirical evidence. Precise and clear language. Clear, independent and interesting arguments. Correct and consistent use of references. Stays within the defined limits unless there are very special reasons not to.
- **B (very good)**
 - Very good media analysis of the coronation of the British monarch 2023. The candidate shows very good judgment and independence. Good use of curriculum and other literature. The candidate discusses the term **media event** with references to Katz and Dayan, as well as Ytreberg, and defines the term **media framing** with references to Schudson (or other literature). Good discussion and link between theory and empirical data. Precise and clear language. Correct and consistent use of references. Stays within the defined limits.
- **C (good)**
 - Good analysis of the coronation of the British monarch 2023. The candidate shows good judgment and independence in the most important areas. Some use of the curriculum and other literature. The candidate presents the term **media event** with references to Katz and Dayan (and/or Ytreberg) and defines the term **media framing** with references to Schudson (or other literature). Some discussion and some link between theory and empirical evidence. Somewhat unclear and imprecise language. Somewhat incorrect or inconsistent use of references. Exceeding of the specified limits without any special reason.
- **D (fairly good)**
 - Fairly good analysis of the coronation of the British monarch 2023, but with some significant shortcomings. The candidate shows some degree of judgement, but lack independence. Little use of curriculum and other literature. The candidate does not present the terms **media event** and **media framing**, or lacks references

to Katz and Dayan, Ytreberg, Schudson and other literature. Lack of discussion and little link between theory and empirical evidence. Unclear and imprecise language. Incorrect or inconsistent use of references.

- **E (sufficient)**

- Sufficient analysis of the coronation of the British monarch 2023. Performance and media analysis satisfy the minimum requirements, but no more. The candidate shows little judgment and no independence. Very little use of the curriculum and other literature. The candidate does not present the terms **media event** and **media framing**. No discussion and no link between theory and empirical evidence. Unclear and imprecise language. Incorrect or inconsistent use of references.

- **F (fail)**

- Performance and media analysis do not satisfy the minimum requirements. The candidate shows no judgment and no independence. No use of curriculum and other literature. No discussion and no link between theory and empirical evidence. Unclear and imprecise language. No references.