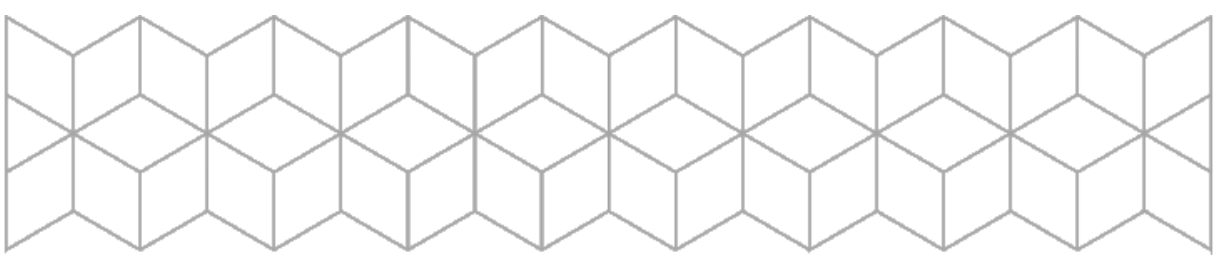
Høgskolen i Østfold

ASSESSMENT GUIDELINES

Course code:	SFB50316
Course name:	Media Studies
Form of examination:	Written assignment, individual The assignment is a media analysis (approx. 10 pages), defined by the course instructor. The assignment must be written in English. The course instructor gives detailed information about the assignment. Grades: A-F
Date:	29.05.2020
Lecturer(s):	Elin Strand Larsen Lin Prøitz
Comments: Examinators: Lin Prøitz, Wayne Robert Kelly & Elin Strand Larsen.	



Course code:	Course name:	Semester:
SFB50316	Media Studies	Spring 2020

Knowledge, skills and general competence

The candidate

- 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.

The candidate

- is skilled in analyzing media coverage and the role of the media in general, and in judging the media coverage of individual cases.

The candidate

- 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

Schudson, M. (2011) The sociology of news, New York: Norton

Articles posted on the learning platform - among these:

- 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
- 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

Lectures

- **10 lectures**
  - **Lecture 1:** Introduction to Media Studies
  - **Lecture 2:** Media Events
  - **Lecture 3:** Feminist Media and Teen Television
  - **Lecture 4:** Media Scandals.
  - **Lecture 5 – part 1:** Q&A about the impeachment trial
  - **Lecture 5 – part 2:** Fake News and Fact-Checking
  - **Lecture 6:** Freedom of Media in Georgia: Guest Lecturer: Ekaterine Basilaia.
  - **Lecture 7:** How to write a media analysis
  - **Lecture 8:** Media Ethics
  - **Lecture 9:** Global and Counter-Hegemonic Media
  - **Lecture 10:** Summing up and Exam.
- Video Games lecture with Joakim Johansen Østby cancelled due to the corona virus.

Exam evaluation

EXAM, Media Studies 2020

To be handed in by 2 pm (14:00), Friday, 29th of May 2020

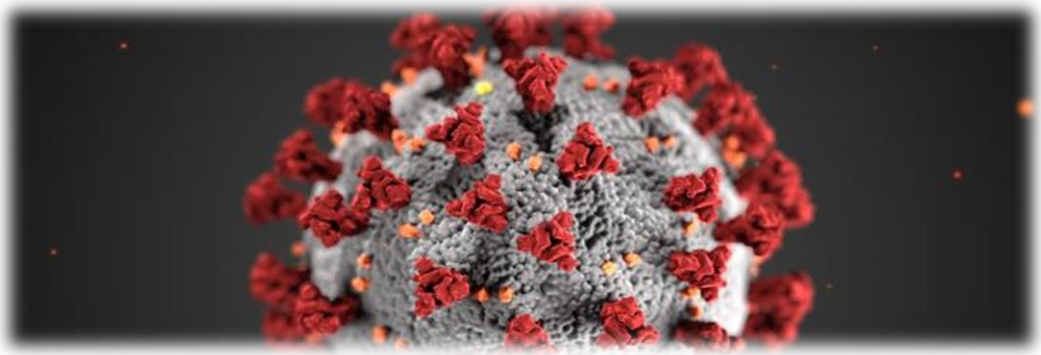


Foto: CDC, Alissa Eckert

The first case of someone suffering from coronavirus disease (COVID-19) can be traced back to 17th of November 2019 in Wuhan, Hubei province, China. From China the highly contagious virus quickly spread across the globe. On the 11th of March 2020 the World Health Organization (WHO) characterised COVID-19 as a pandemic.

As of 16th of April 2020, approximately 2,171,424 cases of COVID-19 have been reported, resulting in approximately 144,850 deaths. Authorities worldwide have responded to the pandemic with quarantines, lockdowns, travel restrictions and border closures.

Write a thesis where you analyse the media coverage of COVID-19 as a **media event**. Compare and contrast the **media framing** of the corona virus disease in various countries and media outlets. You should use:

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

Give examples of how the different media outlets choose to cover the corona virus disease. You should use at least five examples in total, referring to how the different media framed their coverage and make use of quotes to illustrate the type of coverage. You are expected to refer to relevant theories from your reading list and other scientific sources – using APA 6th referencing style.

The thesis should be 12-15 000 characters in length, and must be written in English. When using non-English quotes as examples from the media of your home country, please translate them to English.

Hand in the exam via **Inspera** no later than 2 pm (14:00), 29th of May 2020.

GOOD LUCK ☺

***

Grade guidelines

- **A (outstanding)**
    - Outstanding media analysis of the coronavirus disease (COVID-19). 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, 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 coronavirus disease (COVID-19). 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, 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 coronavirus disease (COVID-19). 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 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 coronavirus disease (COVID-19), 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, 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 coronavirus disease (COVID-19). 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.