

Master's Thesis in Media and Communication

Title	Master's Thesis in Media and Communication
Semester	F2025
Master programme in	Media and Communication
Type of activity	Master Thesis
Teaching language	English
Study regulation	Read about the Master Programme and find the Study Regulations at ruc.dk

REGISTRATION AND STUDY ADMINISTRATIVE

You register for activities through [stads selvbetjening](#) during the announced registration period, which you can see on the [Study administration homepage](#).

Registration for project-exam: Please remember to confirm your registration by signing up for exam as a group when the group formation is final. The registration is through [STADS Online Student Service](#)

Registration

When registering for courses, please be aware of the potential conflicts and overlaps between course and exam time and dates. The planning of course activities at Roskilde University is based on the recommended study programmes, which should not overlap. However, if you choose optional courses and/or study plans that goes beyond the recommended study programmes, an overlap of lectures or exam dates may occur depending on which courses you choose.

Number of participants

ECTS 30

Responsible for the activity

David Mathieu (mathieu@ruc.dk)

Head of study David Mathieu (mathieu@ruc.dk)

Teachers

Study administration IKH Registration & Exams (ikh-exams@ruc.dk)

Exam code(s) U60320

ACADEMIC CONTENT

The thesis is a problem-oriented, exemplary, and participant-driven course, where the student develops and documents knowledge, skills, and competencies to work with a defined, self-chosen, academic research question. The course includes a written dissertation and an oral defence.

Overall
objective

Communication article: In connection with the dissertation, the student(s) must prepare a communication assignment in which the thesis' research questions and findings (or parts thereof) are communicated to a specific target group. The dissemination article must be designed in a genre and for a medium that is well chosen in relation to the target group and relevant to the content in question. It is recommended that the dissemination article has a length of 2-4 standard pages. The dissemination article is placed immediately after the summary and is included in the overall length requirements.

Product: If there is a mediated communication product that is the result of the student(s)' independent efforts, the dissertation must contain an account of the theoretical and practical considerations in connection with planning, organization, and assessment of the production/process, and for the experiences that are gained. Emphasis is given that the form of presentation corresponds to the content and purpose of the communication, including the target group's preferences and background, and that it relates to current conventions and formal requirements within the genre.

The dissertation must be based on relevant, academic literature of at least 1500 pages.

Detailed
description of
content
Course
material and
Reading list

Overall plan
and expected
work effort

The total study effort for the student (ECTS points converted into hours) = 810 hours. This includes preparation such as review of literature, reading, collection of empirical material, etc. and the redaction of the thesis itself, including a summary. The dissertation must be based on relevant, academic literature of at least 1500 pages. In connection with the

dissertation, the student(s) must prepare a communication assignment in which the thesis' research questions and findings (or parts thereof) are communicated to a specific target group.

Format

Evaluation and feedback Standardized evaluation in accordance with the rotating evaluation scheme implemented by the Study Board. <https://intra.ruc.dk/nc/en/employees/organisation/councils-and-committees/list-of-study-boards/board-of-studies-for-the-communication-programmes/work-on-quality-in-the-education-programme/the-study-boards-evaluation-practice/>

Programme

ASSESSMENT

At the end of the master's thesis, the student is able to:

- Identify, account for and discuss relevant research-based knowledge within the field of study of the program.
 - Understand and discuss the position of one's own thesis within the academic field.
 - Apply and master scientific theories and methods while working on a limited, academics, and relevant research question.
 - Identify relevant scientific research questions.
 - Be critical of and select scientific sources, literature, theory and methods.
 - Analyze, categorize, discuss, argue, reflect, and evaluate on a scientific basis and in a way that is part of an existing academic discussion.
 - Write in accordance with academic norms and with a view to an academic target group.
 - Independently initiate, manage, and implement a long-term academic research and writing process.
 - Reflect on and take responsibility for one's own professional and written language development and topical specialization.
- Overall learning outcomes

Master thesis exam based on the written product and the oral exam

The master thesis can be written individually or in a group. Permitted group size: 2-4 students.

The oral exam is individual for students that have written the thesis alone or students that have requested an individual exam. All other oral master thesis exams are conducted as group exams.

The assessment is individual and based on the student's individual performance.

The assessment is an assessment of the master thesis and the oral performance.

The character limits of the master thesis are:

For 1 student: 144,000-192,000 characters, including spaces.

For 2 students: 153,600-216,000 characters, including spaces.

For 3 students: 168,000-230,400 characters, including spaces.

For 4 students: 180,000-264,000 characters, including spaces.

Form of
examination

The character limits include the cover, table of contents, summary, bibliography, figures and other illustrations, but exclude any appendices.

The master thesis must include a summary.

The summary can either be written in English or Danish.

The master's thesis must include a dissemination article. The summary and the dissemination article are part of the assessment.

Time allowed for exam including time used for assessment for:

1 student: 30 minutes.

2 students: 60 minutes.

3 students: 75 minutes.

4 students: 90 minutes.

Writing and spelling skills in the thesis are part of the assessment.

Permitted support and preparation materials at the oral exam: All.

Assessment: 7-point grading scale

Moderation: External examiner

Form of Re-
examination
Type of
examination

Samme som ordinær eksamen / same form as ordinary exam

in special cases

Master thesis exam based on the written product and the oral exam. The master thesis can be written individually or in a group. Permitted group size: 2-4 students. The oral exam is individual for students that have written the thesis alone or students that have requested an individual exam. All other oral master thesis exams are conducted as group exams. The assessment is individual and based on the student's individual performance. The assessment is an assessment of the master thesis and the oral performance. The character limits of the master thesis are: For 1 student: 144,000-192,000 characters, including spaces. For 2 students: 153,600-216,000 characters, including spaces. For 3 students: 168,000-230,400 characters, including spaces. For 4 students: 180,000-264,000 characters, including spaces. The character limits include the cover, table of contents, summary, bibliography, figures and other illustrations, but exclude any appendices. The master thesis must include a summary. The summary can either be written in English or Danish. The master's thesis must include a dissemination article. The summary and the dissemination article are part of the assessment. Time allowed for exam including time used for assessment for: 1 student: 30 minutes. 2 students: 60 minutes. 3 students: 75 minutes. 4 students: 90 minutes. Writing and spelling skills in the thesis are part of the assessment. Permitted support and preparation materials at the oral exam: All. Assessment: 7-point grading scale Moderation: External examiner

Exam code(s) Exam code(s) : U60320

Course days:

Hold: 1

Thesis seminar (MAC) - ONLINE

time	16-01-2025 08:15 til 16-01-2025 12:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt
Teacher	Martina Skrubbeltrang Mahnke (mahnke@ruc.dk)

Content [Teams link](#)

Thesis seminar (MAC) - ONLINE

time 06-02-2025 08:15 til
06-02-2025 12:00
forberedelsesnorm ikke valgt
forberedelsesnorm D-VIP ikke valgt
Teacher Martina Skrubbeltrang Mahnke (mahnke@ruc.dk)

Content [Teams link](#)

Thesis seminar (MAC) - ONLINE

time 06-03-2025 08:15 til
06-03-2025 12:00
forberedelsesnorm ikke valgt
forberedelsesnorm D-VIP ikke valgt
Teacher Martina Skrubbeltrang Mahnke (mahnke@ruc.dk)

Content [Teams link](#)

Thesis seminar (MAC)

time 03-04-2025 12:15 til
03-04-2025 16:00
location 45.2-051 - teorirum 45.2 (90)
Teacher Ida Klitgård (idak@ruc.dk)

Master's Thesis in Media and Communication - Master thesis hand-in, exam (MAC)

time 02-06-2025 10:00 til
02-06-2025 10:00
forberedelsesnorm ikke valgt
forberedelsesnorm D-VIP ikke valgt