



**LUND**  
UNIVERSITY

# MSc in Media and Communication

LUND UNIVERSITY | SWEDEN

- Master of Science in Media and Communication Studies
- 2 years, full-time, 120 ECTS credits
- Department of Communication
- Lund Campus
- Application deadline: January 2025
- Programme start: August 2025

## PROGRAMME OVERVIEW

The focus of this international Master's programme is to offer a critical approach to contemporary social, political and cultural issues in media and communications. We provide up-to-date engagement with key issues, theories and problems in media engagement, democracy and cultural citizenship, media industries and creativity, gender, health and society, audiences, popular culture and everyday life. Courses tackle contemporary debates about knowledge, power and social relations in national and transnational media environments.

Our teaching is based on international expertise in a high-ranking, research-led department (top 100, QS World University Rankings by subject 2024). We emphasise theorising and researching media, society and culture using real world case studies that are tailor made for our students who are taught diverse theoretical, conceptual and empirical tools for research through a mix of courses and independent research projects. Courses are taught in Lund and connect with collaborative partnerships with NGOs and cultural organisations in the region.

Students on our programme come from a diverse range of backgrounds and professional experiences, including media and cultural industries, NGOs and charity sectors, and develop critical understanding of media and communication during two years of cross-cultural meetings and exchange of ideas. Students participate in a lively research environment, where we run regular international conferences, seminars and events, on topics such as media freedom. Our postgraduate students organize and participate in workshops and events, and ex-

ceptional theses work is highlighted through our Excellent Dissertation Award. Our community of international students and alumni help prepare you for further research and professional life, and our graduates go on to work in the media and communications field and pursue research track careers in public and commercial spheres.

## PROGRAMME MODULES/COURSES

Our programme includes a range of dedicated theory and methods courses and optional courses. The portfolio of courses includes: Media and Political Engagement (15 credits), Media Audiences (15 credits), Media, Health and Society (15 credits), Media and Diversity (15 credits), Popular Culture (15 credits), Media and Communication Methodology (15 credits), Digital Media Research (7.5 credits), Digital Ethnography (7.5 credits) and Research Methods (7.5 credits), other optional courses, study abroad (30 credits), internship (15 and 30 credits), Master's degree thesis (30 credits). Up to 7.5 credits of the second term and 30 credits of the third term can be replaced by elective courses.

## CAREER PROSPECTS

Students graduating from this programme will be prepared for professional opportunities in research-led careers, education, academic careers, media and cultural industries, national and international policy and production sectors, commercial and public service organisations, and NGOs. Above all, graduates will have the critical skills necessary to evaluate and understand media in a range of professional and private spheres.

## ENTRY REQUIREMENTS AND HOW TO APPLY

### Entry requirements

A Bachelor's degree (180 credits) including 90 credits in media and communication studies or the equivalent. English Level 6.



**“If you feel like you want to become a researcher, this programme is the right choice. This does not mean it is the wrong choice for a career outside of academia, however. This programme turns you into a critical thinker and many of my peers went on to use their skills in such a variety of jobs; everything from working within the European Commission to journalism, PR and a lot of other fields you would not expect media researchers to end up in.”**

Kevin Witzemberger from Germany, now PhD candidate at the University of New South Wales in Sydney, Australia





### How to apply

- 1. Apply online:** Go to [www.lunduniversity.lu.se/media-communication](http://www.lunduniversity.lu.se/media-communication). Click on "Apply" and follow the instructions for the online application at [www.universityadmissions.se](http://www.universityadmissions.se), the Swedish national application website. Rank the chosen programmes in order of preference.
- 2. Submit your supporting documents:**
  - **General supporting documents:** Check what documents you need to submit (i.e. official transcripts, degree diploma/proof of expected graduation, translations, proof of English, passport) and how you need to submit them at [www.universityadmissions.se](http://www.universityadmissions.se).
  - **Programme-specific supporting documents:** When applying for the Master's in Media and Communication, you must submit a CV and a statement of purpose (500 words). We are looking for applicants with a strong fit with our programme profile. When writing your statement, think about the following questions to structure your comments: What do you hope to contribute to our programme? How does your educational background and/or professional expertise prepare you for this programme? In what ways can this programme enrich your educational development? Make sure to carefully consider our profile and follow the tips stated on our website [www.kom.lu.se/applicationtips](http://www.kom.lu.se/applicationtips).
- 3. Pay the application fee (when applicable).**

### Selection criteria/additional info

Selection is based on academic qualifications and the statement of purpose.

### Tuition fees

Tuition fee SEK 125 000 per year for non-EU/EEA citizens. No fee for EU/EEA citizens. See [www.lunduniversity.lu.se](http://www.lunduniversity.lu.se) for details on tuition fees.

### ABOUT THE DEPARTMENT OF COMMUNICATION

The Department of Communication is an interdisciplinary, international, dynamic teaching and research environment, including strategic communication, media and communication studies, and journalism. Ranked 53 by Times Higher Education and positioned in the QS World University Rankings' top 100, our education emphasises theoretical knowledge and practical skills to prepare students for professional careers and further academic studies. We work closely with the media industry, civil society, and government partners, drawing on various research approaches and methodologies. Our researchers study communication and media environments at all levels, exploring, explaining and critically analysing communication and digital media technologies in contemporary organisations, politics, society, and culture.

### CONTACT

**Programme webpage:**  
[www.lunduniversity.lu.se/  
media-communication](http://www.lunduniversity.lu.se/media-communication)

**Study guidance:**  
Michael RübSamen  
[master@kom.lu.se](mailto:master@kom.lu.se)

Lund University was founded in 1666 and is repeatedly ranked among the world's top universities. The University has around 47 000 students and 8 800 staff based in Lund, Helsingborg and Malmö. We are united in our efforts to understand, explain and improve our world and the human condition.

Learn more at [www.lunduniversity.lu.se](http://www.lunduniversity.lu.se)



**LUND**  
UNIVERSITY