



## KURSPLAN

# Communication Theories and Strategies, 7,5 högskolepoäng

*Communication Theories and Strategies, 7.5 credits*

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|------------------------|----------------------------|---------------------------|------------------------------------|
| <b>Kurskod:</b>        | LCTG10                     | <b>Utbildningsnivå:</b>   | Grundnivå                          |
| <b>Fastställd av:</b>  | Utbildningschef 2019-11-26 | <b>Utbildningsområde:</b> | Samhällsvetenskapliga området      |
| <b>Gäller fr.o.m.:</b> | Våren 2020                 | <b>Ämnesgrupp:</b>        | MK1                                |
| <b>Version:</b>        | 1                          | <b>Fördjupning:</b>       | G1N                                |
|                        |                            | <b>Huvudområde:</b>       | Medie- och kommunikationsvetenskap |

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### Lärandemål

The ILOs must be divided into the following three categories:

#### Kunskap och förståelse

On completion of the course, the student should be able to:

- recognize and explain basic theories and concepts within the field of Media and Communication (1)
- give an account for important developments within Media and Communication history (2)
- understand and describe the role of communication within society on a regional, national and global level (3)

#### Färdighet och förmåga

On completion of the course, the student should be able to:

- distinguish between different types of media texts (4)
- apply acquired knowledge about communication when producing strategic information (5)

#### Värderingsförmåga och förhållningssätt

On completion of the course, the student should be able to:

- critically reflect upon media content and messages from established theoretical perspectives (6)

### Innehåll

- Basic theories and concepts within the field
- Media and Communication history
- Different types of media texts
- The role of communication within society on different levels
- Strategic information

### Undervisningsformer

The teaching consists of lectures, seminars and exercises performed individually and in groups. A digital platform is used.

Students who have been admitted to and registered for a course have the right to receive

instruction/supervision for the duration of the time period specified for the particular course to which they were accepted. After that, the right to receive instruction/supervision expires

Undervisningen bedrivs på engelska.

### **Förkunskapskrav**

General entry requirements or the equivalent. English proficiency is required. Exemption is granted from the requirement in Swedish.

### **Examination och betyg**

Kursen bedöms med betygen A, B, C, D, E, FX eller F.

The grades A, B, C, D and E are all passing grades. For courses with more than one element of examination, students are given a final grade based on an overall assessment of all the elements included in the course. The final grade of the course is issued only when all elements of examination have been passed.

The examination is based on instruction and course literature.

The course is examined through a individual written examination (ILOs 1, 2, 3, 6) a group presentation (ILOs 1, 3, 5) and an individual seminar (ILOs 1, 3, 4, 6).

The examination must allow for students to be assessed on an individual basis. Further information concerning assessment of specific intended learning outcomes and grading criteria is provided in a study guide distributed at the beginning of the course.

Students are guaranteed a minimum of three attempts to pass an examination, including the regular attempt.

If a student has failed the same examination three times, the student is entitled to request that the next examination be assessed and graded by a new examiner. The decision to accept or reject such a request is made by the vice dean of education. A student may not make a second attempt at any examination already passed in order to receive a higher grade.

In case a course is terminated or significantly altered, examination according to the earlier syllabus shall be offered on at least two occasions in the course of one year after the termination/alteration.

The student will need at least an E on every assignment to pass the course. In order to achieve grade A in the course, the student should have an A on both individual assignments.

Poängregistrering av examinationen för kursen sker enligt följande system:

| Examinationsmoment             | Omfattning | Betyg          |
|--------------------------------|------------|----------------|
| Individual written examination | 3 hp       | A/B/C/D/E/FX/F |
| Group presentation             | 2 hp       | A/B/C/D/E/FX/F |
| Individual seminar             | 2,5 hp     | A/B/C/D/E/FX/F |

### **Kursvärdering**

The instruction is followed up throughout the course. At the end of the course, a course evaluation is performed and commented on by the course coordinator and, if possible, a student

representative/student representatives (course developer/s). The evaluation, which is published on the relevant e-learning platform and submitted to the administration, is to function as a basis for future improvements to the course.

### **Kurslitteratur**

#### **Citing Sources – How to Create Literature References**

<http://ju.se/library/search--write/citing-sources---how-to-create-literature-references.html>

#### **The Interactive Anti-Plagiarism Guide – Jönköping University**

Information about plagiarism at higher education institutions

Also available in the course event on the e-learning platform.