



COURSE SYLLABUS

Communication and Artificial Intelligence, 7.5 credits

Communication and Artificial Intelligence, 7,5 högskolepoäng

Course Code: LAIK15	Education Cycle: First-cycle level
Confirmed by: Director of Education Nov 19, 2024	Disciplinary domain: Social sciences (70%) and technology (30%)
Valid From: Spring 2025	Subject group: MK1
Version: 1	Specialised in: GIF
	Main field of study: Media and Communication Science

Intended Learning Outcomes (ILO)

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

Knowledge and understanding

- describe different perspectives and traditions in media and communication and artificial intelligence
- identify and describe different representations of artificial intelligence in public and popular spheres
- explain how generative artificial intelligence is used in different media and communication contexts

Skills and abilities

- apply relevant perspectives and traditions in media and communication to a specific study of artificial intelligence
- analyse representations of artificial intelligence in a specific context
- use generative artificial intelligence as a tool for producing texts

Judgement and approach

- discuss the impact of artificial intelligence on different media and communication contexts
- critically reflect upon the opportunities and limitations of artificial intelligence in different media and communication contexts

Contents

- Research perspectives on artificial intelligence
- Media and cultural industries and artificial intelligence
- Generative artificial intelligence as a tool for producing texts
- Representations of artificial intelligence
- The impact of artificial intelligence in different contexts

Type of instruction

The teaching consists of lectures, seminars and exercises performed individually and in groups.

A learning management system 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 instance to which they were accepted. After that, the right to receive instruction/supervision expires.

The teaching is conducted in English.

Prerequisites

General requirements and passed 37,5 credits in Media and Communication Science or equivalent. English proficiency is required. Exemption is granted from the requirement in Swedish.

Examination and grades

The course is graded A, B, C, D, E, FX or 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 the intended learning outcomes.

The forms of examination are individual written exam, group presentation and individual written assignment.

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 at the beginning of the course.

To pass the course students must receive a passing grade on every examination. The final grade is determined by weighting the grades received on Individual written exam and Individual written assignment.

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 can request that the next attempt be graded by a new examiner. The decision to accept or reject such a request is made by the associate 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 examiner has the right to give an adapted examination or let the student carry out the examination in an alternative way provided that the intended learning outcomes can be secured and that there are exceptional reasons for this, including the student's right to targeted study

support.

Registration of examination:

Name of the Test	Value	Grading
Individual Written Exam	2 credits	A/B/C/D/E/FX/F
Group Presentation	2.5 credits	U/G
Individual Written Assignment	3 credits	A/B/C/D/E/FX/F

Course evaluation

The instruction is followed-up throughout the course. A course evaluation is conducted at the end of the course. A summary and comments are published in the learning management system. The evaluation constitutes a basis for future improvements to the course.

Course literature

Crawford, Kate (2022). *Atlas of AI*. Yale University Press. 336 pages.

D'Ignazio, Catherine & Klein, Lauren F. (2020) *Data Feminism*. MIT Press. 328 pages.

Elliot, Anthony (Ed.) (2023). *The Routledge Social Science Handbook of AI*. Routledge. 368 pages.

Gunkel, David J. (2024). *AI for Communication*. Routledge. 120 pages.

Lindgren, Simon (2023). *Critical Theory of AI*. John Wiley and Sons Ltd. 224 pages.

Please note that changes may be made to the reading list up until eight weeks before the start of the course.

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

Available in the learning management system