

COURSE SYLLABUS

Communication Theories and Strategies, 7.5 credits

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Course Code: LCTG10	Education Cycle: First-cycle level
Confirmed: Feb 05, 2025	Disciplinary domain: Social sciences
Valid From: Jan 13, 2025	Subject group: Media and Communication Studies
	Specialised in: G1N First cycle, has only upper-secondary level entry requirements
	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

- recognize and explain basic theories and concepts within the field of media and communication (1)
- give an account of 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)

Skills and abilities

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

Judgment and approach

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

Content

- 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 communication

Type of instruction

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.

Language of instruction is in English.

Entry requirements

General entry requirements or the 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 course is examined through an individual written examination (ILOs 1, 2, 3, 6) a group presentation (ILOs 1, 3, 5), a seminar (ILOs 1, 3, 6) and an individual written assignment (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 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 assignment	1.5 credits	A/B/C/D/E/FX/F
Group presentation	1.5 credits	G/U
Seminar	1 credit	G/U
Individual written examination	3.5 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.

Other information

The course is normally given in English but will be given in Swedish if all the students enrolled in the course speak Swedish.

Course literature

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

Bengtsson, S., Ericson, S. & Stiernstedt, F. (red.) (2024). *Classics in media theory*. London: Routledge. (408 pages)

Couldry, N. (2020). *Media: why it matters*. Cambridge, UK: Polity. (137 pages)

Gulbrandsen, I. T. & Just, S. N. (2020) *Strategizing Communication: Theory and Practice* (2nd ed.). Studentlitteratur. (420 pages)

Additional articles 150 pages

Citing Sources – How to Create Literature References

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

Sourcewise: A Student's Guide to Avoiding Plagiarism

Information about plagiarism at higher education institutions

Available in the learning management system