

Subject module in Communication Studies

DATE/REFERENCE

REFERENCE NUMBER

The provisions of these subject module specifications are issued pursuant to the study regulations for the Bachelor Study Programmes in the Social Sciences, the Humanities, the Humanities and Technology and in the Natural Sciences. Unless specifically stated below, the provisions set out in the study regulations for the bachelor study programme, in which the student is enrolled, will also apply to this subject module.

Purpose

§1. The purpose of the subject module in Communication Studies is to provide students with practical, methodological and theoretical prerequisites for planning, managing, organizing and evaluating communication and information tasks (including the preparation of information materials) aimed at the communication of specialist knowledge to relevant target audiences or communication between relevant participants (professional communication).

Furthermore, the purpose of the subject module in Communication Studies is to provide students with the qualifications required to commence a master's programme in Communication Studies or related master's programmes.

(2) The subject module is included in the bachelor programmes offered at Roskilde University as one out of two subject modules. The subject module corresponds to 35 ECTS points.

General provisions of competence

§2. The subject module in Communication Studies provides students with the following knowledge, skills and competences:

Knowledge:

- Basic knowledge of the problems involved in planned communication and the communication of specialist knowledge to relevant target audiences and specialist communication between relevant participants.
- Insight into theory, methods and practice concerning problems involved in planning and preparing information material and communication processes.
- Insight into theory, methods and processes concerning problems in sharing specialist knowledge between relevant participants.

- Understanding ethical problems in subject specific communication.
- Basic knowledge of the meta-theoretical assumptions underlying the theory, methods and practice in communication studies in order to be able to explain, reflect on and identify these assumptions in specific examples of theory, methods and practice.

Skills:

- Skills in the communication of subject specific problems to relevant target audiences and specialist communication between relevant participants.
- Skills in analysing communication processes, communication products and evaluating subject specific communication materials.
- Skills in target group analysis and the uses of information materials by the targets groups.
- Skills in the application of media theory to media used in subject specific communication.
- Skills in explaining the problems of theories of knowledge and theories of scientific research involved in communication about scientific research.
- Skills in handling forms of presentation and related aesthetic problems in subject specific communication in selected media, including problems related to intended target audiences and other users.
- Practical skills in independently planning and evaluating communication products in selected media.
- Practical skills in organizing and implementing communication and information processes within a specific institutional frame.
- Skills in communicating subject specific issues to peers.

Competences:

- Competence in independently organizing and implementing communication and information processes.

- Competence in participating in production teams and collaborating with others, including professional technicians and producers.
- Competence in initiating, taking responsibility for and managing communication processes that are unpredictable and require new solution models.
- Competence in evaluating and discussing theoretical, methodological and practical problems within the field of Communication Studies.

Contents and overall structure

§3. The subject module corresponds to 35 ECTS points and consists of the following subject elements:

- Subject module project in Communication Studies (15 ECTS points)
- Subject module course 1: Theoretical Perspectives in Communication Studies (5 ECTS points)
- Subject module course 2: Communication: Participants, Processes and Contexts (5 ECTS points)
- Subject module course 3: Planned Communication with Print Media Production (5 ECTS points)
- Subject module course 4: Workshop in Planned Subject Specific Communication (5 ECTS points)

Recommended academic requirements

§4. No particular academic requirements have been defined for the subject module.

Description of the elements of the subject module.

§5.

Title:	Subject module project in Communication Studies
Type	Project
Type of subject	Compulsory
ECTS	15 ECTS points
Purpose (assessment criteria)	<p>The purpose of the project work is for students to acquire:</p> <p>Knowledge:</p> <ul style="list-style-type: none"> - Basic knowledge of the problems involved in planned communication and the communication of specialist knowledge to relevant target audiences and specialist communication between relevant participants.

	<ul style="list-style-type: none"> - Insight into theory, methods and practice concerning problems of planning and preparing information material and communication processes. - Prerequisites for critical reflection on theories, methods and practice applied in the project work. <p>Skills:</p> <ul style="list-style-type: none"> - Skills in analysing the planned communication processes, the chosen media product and the evaluation of specific communication materials. - Skills in analysing the uses of communication material by the chosen target audience or relevant groups of participants. - Skills in applying and evaluating elementary concepts, theories, methods and media theory in relation to the planned communication task. - Basic practical skills in planning, organizing or evaluating communication processes and the production of information materials within a specific institutional frame. - Skills in presenting the results of the project work in a clear and structured manner and in discussing the subject specific communication problem with peers. - Skills in writing a project report in idiomatically, grammatically and orthographically correct language. - Skills in choosing adequate illustrations that fit the contents and objectives of the project, and skills in applying a functional typography and layout. <p>Competences:</p> <ul style="list-style-type: none"> - Competence in organizing and completing a project work addressing a specified issue within communication studies.
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	<ul style="list-style-type: none"> - Competence in participating in production teams and collaborating with others, including professional technicians and producers. - Competence in initiating, taking responsibility for and managing communication processes that are unpredictable and require new solution models. - Competence in evaluating and discussing theoretical, methodological and practical problems within the field of Communication Studies. 						
Overall contents	<p>The project work has to address an issue or issues within Communication Studies chosen by the student(s) themselves.</p> <p>The project must include elements of target group analysis and/or the evaluation of a specific communication product.</p> <p>If the project includes a production, the report must describe the theoretical and practical considerations in connection with planning, preparing and - if relevant - evaluating the production, and include reflections on the experience gained through the work.</p> <p>The project work in Communication Studies is completed by preparing a written project report.</p> <p>As a supplement to the project work the student(s) have to prepare an article or a similar communication product on the issues (or selected issues) investigated in the project, intended for a specified target audience.</p>						
Teaching language	Danish or English						
Foreign language reading proficiency	The student has to have English language proficiency in reading academic articles in English.						
Programme-related requirements	<p>It is recommended that students have completed subject module course 1 before starting on the project work.</p> <p>It is recommended that students follow and complete subject module course 2, subject module course 3 and subject course module 4 in parallel with working on the project.</p>						
Form of examination	<p>The project work is prepared in groups of 2-6 students, cf. however, the relevant bachelor programme study regulations. The project work is assessed in an oral examination. The length of the examination, including discussion of the performance, is determined as follows:</p> <table> <tr> <td>2 examinees</td><td>60 minutes</td></tr> <tr> <td>3 examinees</td><td>75 minutes</td></tr> <tr> <td>4 examinees</td><td>90 minutes</td></tr> </table>	2 examinees	60 minutes	3 examinees	75 minutes	4 examinees	90 minutes
2 examinees	60 minutes						
3 examinees	75 minutes						
4 examinees	90 minutes						

	<p>5 examinees 105 minutes 6 examinees 135 minutes</p> <p>For project work the form of examination is a group examination. The examination is based on the students' project report, supplemented by other material, including the article or a similar communication product on the issues (or selected issues) investigated in the project, intended for a specified target audience.</p> <p>During the examination 5 minutes is allowed for each student for individual pre-prepared presentations of a self selected issue within the project work, in which the student will be examined afterwards. The examination is a dialogue between the students, the internal examiner(s) and the external examiner(s), chaired by an internal examiner.</p> <p>The students are questioned on the basis of the entire project report and in a way that allows for an individual assessment.</p> <p>Since the examination is based on the project report, questions will not only be asked about the contents of the entire project report, but also within the academic field of the project module.</p> <p>The project report must not exceed 30 standard pages regardless of the size of the group (a normal page is defined as 2.400 key strikes, including punctuation and spacing). This does not include the list of references, the article or a similar communication product and other supplementary material.</p> <p>An individual assessment is made of the performance of each student. One overall mark is given according to the 7-step marking scale and is based on an assessment of both the project report and the individual oral examination performance.</p>
Assessment	The 7-step marking scale
Examiners	External

Subject module course 1	
Title	Theoretical Perspectives in Communication Studies
Type	Course
Type of subject	Compulsory
ECTS	5 ECTS points
Purpose (assessment criteria)	<p>The purpose of the course is for students to acquire:</p> <p>Knowledge:</p> <ul style="list-style-type: none"> - Knowledge of the interdisciplinary character of

	<p>communication research.</p> <ul style="list-style-type: none"> - Insight into major traditional and recent theoretical positions within the field of communication research. - Insight into traditional media as well as new media and the media convergence that characterize the media landscape. - Basic insight into the analysis of communication products and communication processes. - Basic knowledge of the meta-theoretical assumptions of theories about communication. - Prerequisites for critical reflection on major traditional and recent theoretical positions within the field of communication research. <p>Skills:</p> <ul style="list-style-type: none"> - Skills in analysing and evaluating communication processes across the media landscape. - Skills in handling central concepts within traditional and recent communication and media theory - Skills in comparing and handling central positions within the field of communication studies - Skills in discussing specific problems regarding the no-tech communication processes that take place in social networks, among family and friends, in organisations and in different cultural practices. - Skills in communicating academic issues and solution models to peers and non-specialists. <p>Competences:</p> <ul style="list-style-type: none"> - Competence in handling communication and media theory in relation to different disciplines within the field of communication. - Competence in evaluating and discussing epistemological problems and research problems in the field of communications.
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Overall contents	<p>The course demonstrates the interdisciplinary character of communication research - a field of research that can be characterized as dynamic. This is due to developments in the use of traditional media as well as the emergence of new media and the media convergence that characterize the media landscape. The typical contents of the different media will be analysed as well as how people understand the accessible media, and the impact of the media on the users' practices. Moreover no-tech communication processes that take place in social networks, among family and friends, in organisations and in different cultural practices will be analysed.</p> <p>Major communication theories are introduced with an outline of the direction of future research within the field of communication.</p> <p>The course is a combination of lectures, short exercises and discussions.</p>
Teaching language	The course is offered in Danish in the Spring semester and in English in the Fall semester
Foreign language reading proficiency	The student has to have English language proficiency in reading academic articles in English.
Programme-related requirements	None
Form of examination	A 5 page essay on an issue within communication research selected by the student and approved by the teacher of the course.
Assessment	The 7-step marking scale
Examiners	Internal

Subject module course 2	
Title	Communication: Participants, Processes and Contexts
Type	Course
Type of subject	Compulsory
ECTS	5 ECTS points
Purpose (assessment criteria)	<p>The purpose of the course is for students to acquire:</p> <p>Knowledge:</p> <ul style="list-style-type: none"> - Basic knowledge and overview of different perspectives on communication planning. - Knowledge of different forms of communication and their

	<p>relevance in relation to different participants, contexts and processes.</p> <ul style="list-style-type: none"> - Knowledge of the theoretical and methodological approaches to target audiences and reception analysis, as well as to the production of specific communication materials. - Knowledge of the meta-theoretical assumptions underlying the concepts, theories and methods used in communication studies. - Awareness of the ethical issues and critical reflections that are involved in communication planning. <p>Skills:</p> <ul style="list-style-type: none"> - Skills in making decisions in planning communication, as it relates to various conceptions of target audiences, and integrating different theoretical and methodological approaches to audience analysis and reception analysis. - Skills in considering and analysing empirical data in relation to communication and information processes. - Skills in integrating theory and method in the production of specific communication material. <p>Competences:</p> <ul style="list-style-type: none"> - Competence in discussing and assessing perspectives on communication in relation to specific contexts, including the participants and processes involved. - Competence in handling, in the light of relevant theory, different methodological approaches to specific problems in communication. - Competence in identifying personal learning needs and in organizing and structuring personal learning in different environments.
Overall contents	<p>The course is the foundation for understanding and studying several aspects of communication with regard to relevant participants, contexts and processes. The course will provide students with insights into a variety of theoretical and methodological perspectives with regard to target audience analysis and reception analysis. The course will introduce to the analysis of empirical data relating to communication and information processes and the production of</p>

	communication material.
Teaching language	The course is offered in Danish and in English both in the Spring and the Fall semester
Foreign language reading proficiency	The student has to have English language proficiency in reading academic articles in English.
Programme-related requirements	It is recommended that students have completed subject module course 1 before starting on this course. It is recommended that students follow and complete subject module course 3, subject module course 4 and the subject module project in parallel with this course.
Form of examination	An individual set written assignment of 5-7 pages (2400 characters per page) to be submitted one week after the end of the workshop and course period. The assignment consists of an analysis that presents a theoretically informed argumentation for the methodological choices involved in a case of planned communication.
Assessment	7-step marking scale
Examiners	Internal

Subject module course 3	
Title	Planned Communication with Print Media Production
Type	Workshop
Type of subject	Compulsory
ECTS	5 ECTS points
Purpose (assessment criteria)	<p>The purpose of the workshop is for students to acquire:</p> <p>Knowledge:</p> <ul style="list-style-type: none"> - Knowledge of planned communication and the problems and opportunities involved in communicating subject specific content to relevant target audiences. - Insight into the problems of written language in planned communication. - Insight into basic theories of visual communication and the interplay between written language and visual illustrations. - Knowledge of basic communication theory in relation to planning and developing a print media production. - Prerequisites for critical reflection on basic terminology and

	<p>theory regarding print media production.</p> <p>Skills:</p> <ul style="list-style-type: none"> - Skills in communicating and discussing concrete problems regarding subject specific communication addressing relevant target audiences. - Skills in handling and preparing communication plans for print media productions. - Skills in selecting and evaluating appropriate linguistic and visual means and the interplay of writing and visual illustrations, taking into account the specific target audience. - Skills in accommodating and presenting subject specific content in a way that makes it understandable and relevant for the intended target audience. <p>Competences:</p> <ul style="list-style-type: none"> - Competence in independently preparing and implementing communication and information processes in a professional manner. - Competence in participating in production teams and co-operating with others, including professional technicians and producers. - Competence in initiating, being responsible for and directing a complex and unpredictable communication process in planned communication, involving print media productions.
Overall contents	<p>The print media workshop serves as an introduction to the theory and practice of planned communication and the problems and opportunities involved in communicating specific subjects to relevant target audiences.</p> <p>The workshop will alternate between presentation of theory and exercises in planned communication. The students have to complete a communication plan for a minor print media production. The themes of the workshop will include: planned communication, writing processes, the interplay between written language-and-pictures, visual rhetoric and typographical layout. The students of the workshop will be producing an article, a folder or brochure, a poster – or a combination of the above.</p>

	<p>The course includes exercises in rewriting unsuitable specialist language in order to make it understandable for the relevant target audience. The students will be introduced to basic visual communication theory and the interplay between the written text and the pictures. The students will be introduced to desk publishing and image processing programmes.</p> <p>Due to the requirement of active participation, the maximum number of participants is 15 students per workshop.</p>
Teaching language	The course is offered in Danish and in English both in the Spring and Fall semester
Foreign language reading proficiency	The student has to have English language proficiency in reading academic articles in English.
Programme-related requirements	<p>It is recommended that students have completed subject module course 1 before starting on this course.</p> <p>It is recommended that students follow and complete subject module course 2, subject module course 4 and the subject module project in parallel with this course.</p>
Form of examination	<p>Class attendance.</p> <p>All workshop participants are assessed on the basis of their active, regular and satisfactory participation in at least 80% of the class sessions; moreover the students have to prepare a written communication plan and a minor print media production, which have to be presented as an oral presentation at the end of the workshop. The detailed requirements for the design and proportions of the communication plan and print media production and for the oral presentation are described in the course schedule and introduced at the beginning of the workshop.</p>
Assessment	The workshop is graded pass/fail
Examiners	Internal

Subject module course 4

Title	Workshop in Planned Subject Specific Communication
Type	Workshop
Type of subject	Compulsory
ECTS	5 ECTS points
Purpose (assessment criteria)	<p>The purpose of the workshop is for students to acquire:</p> <p>Knowledge:</p> <ul style="list-style-type: none"> - Basic knowledge of the concepts, theories and methods regarding planned communication and the problems involved

	<p>in the communication of specialist knowledge to a relevant target audience.</p> <ul style="list-style-type: none"> - Knowledge of how to implement media productions, in speech communication, video, digital media and social media, among others. - Prerequisites for critical reflection on the concepts and theories regarding specific media. <p>Skills:</p> <ul style="list-style-type: none"> - Skills in planning subject specific communication, using specific media. - Skills in handling the planning and implementation of a communication plan and preparing the actual production using specific media. - Skills in analysing and handling problems in subject specific communication aimed at relevant target audiences. - Skills in accommodating and presenting subject specific content in a manner that is understandable and relevant to a specific target audience. <p>Competences:</p> <ul style="list-style-type: none"> - Competence in independently preparing and implementing communication and information processes in a professional manner. - Competence in participating in production teams and co-operating with others, including professional technicians and producers. - Competence in initiating, being responsible for and directing a complex and unpredictable communication process in planned communication, involving non-print media productions.
Overall contents	<p>Each semester the Department of Communication Studies offers a variety of workshops in planned subject specific communication - among others in speech communication, video, digital media and social media - that the students can choose from. Each workshop</p>

	addresses forms of presentation and methods with regard to a specific medium. During the workshop the students are introduced to media specific theory and practical tools and exercises regarding the preparation of a communication plan and a minor media production. Due to the requirement of active participation, the maximum number of participants is 15 students per workshop..
Teaching language	The workshop is offered in Danish and in English in both the Spring and the Fall semester
Foreign language reading proficiency	The student has to have English language proficiency in reading academic articles in English.
Programme-related requirements	It is recommended that students have completed subject module course 1 before starting on this course. It is recommended that students follow and complete subject module course 2, subject module course 3 and the subject module project in parallel with this course.
Form of examination	Class attendance. All workshop participants are assessed on the basis of their active, regular and satisfactory participation in at least 80% of the class sessions; moreover the students have to prepare a written communication plan and a minor media production, which have to be presented as an oral presentation at the end of the workshop. The detailed requirements for the design and extent of the communication plan and the media production and for the oral presentation are described in the course schedule and introduced at the beginning of the workshop.
Assessment	The workshop is graded pass/fail
Examiners	Internal

Coming into force, transitional rules

§6. These subject module specifications will come into force on 1 September 2013.

(2) The subject module specifications will apply to all students having been admitted to a bachelor programme as at 1 September 2012 or later.

Adopted by the Study Board of Communication Studies at meeting no. <number> on <date> or following written consideration on <date>.

Adopted by the Study Board of <name of the bachelor programme> at meeting no. <number> on <date>.

Approved by Pro-rector, on
<*date*>.

DRAFT