



LUND
UNIVERSITY

Faculty of Social Sciences

SKOC20, Strategic Communication: Linguistic Strategies, 6 credits

Strategisk kommunikation: Språkstrategi, 6 högskolepoäng
First Cycle / Grundnivå

Details of approval

The syllabus was approved by the board of the Department of Strategic communication on 2016-10-25 to be valid from 2017-01-16, spring semester 2017.

General Information

The course is a compulsory component of the second semester of the Bachelor's programme in Strategic Communication and the Bachelor's programme in Strategic Communication and Digital Media. The course is offered in Helsingborg.

Language of instruction: Swedish

Components in other Scandinavian languages and English may be included.

Main field of studies

Strategic Communication

Depth of study relative to the degree requirements

G1N, First cycle, has only upper-secondary level entry requirements

Learning outcomes

On completion of the course, the students shall be able to

Knowledge and understanding

- demonstrate knowledge of the terminology of text linguistics and rhetoric in relation to the analysis and assessment of texts

Competence and skills

- formulate functional texts in which perspectives, arguments, structure and language are adapted to the purpose and communication situation
- provide constructive feedback to writers in different communication situations

Judgement and approach

- analyse and assess the functionality of texts in relation to the purpose and communication situation

Course content

In the course, the students produce texts for different situations in working life, thus developing their ability to use language to communicate strategically. They explore the connection between communication situation and style, and train their ability to adapt a text to the target group, purpose and context.

The students learn the basics of text linguistics and argumentation in order to be able to analyse and assess texts from a functional perspective, thereby enabling them to provide constructive feedback to other communication officers.

Course design

The teaching consists of lectures, seminars and group assignments. Unless there are valid reasons to the contrary, compulsory participation is required in seminars and group assignments. Students who have been unable to participate due to circumstances such as accidents or sudden illness will be offered the opportunity to compensate for or re-take compulsory components. This also applies to students who have been absent because of duties as an elected student representative.

Assessment

The assessment is based on study assignments, an individual written assignment, a written group assignment, an invigilated written exam and a take-home exam.

Three opportunities for examination are offered in conjunction with the course: a first examination and two re-examinations. Two further re-examinations on the same

course content are offered within a year of the end of the course. After this, further re-examination opportunities are offered but in accordance with the current course syllabus.

Subcourses that are part of this course can be found in an appendix at the end of this document.

Grades

Marking scale: Fail, E, D, C, B, A.

The grade on the whole course is based on the take-home exam. For a grade of Pass on the course, students must have been awarded at least a grade of E on the take-home exam and a grade of Pass on all components assessed with the grading scale Pass/Fail and participated in all the compulsory components.

The highest grade is A, and the lowest passing grade is E. The grade for a non-passing result is Fail. The student's performance is assessed with reference to the learning outcomes of the course. For the grade of E the student must show acceptable results. For the grade of D the student must show satisfactory results. For the grade of C the student must show good results. For the grade of B the student must show very good results. For the grade of A the student must show excellent results. For the grade of Fail the student must have shown unacceptable results.

The grading scale above applies to the take-home exam. The other components (study assignments, individual written assignment, written group assignment and invigilated exam) are graded with one of the grades Pass or Fail. For the grade of Pass, the student must show acceptable results. For the grade of Fail the student must have shown unacceptable results.

At the start of the course students are informed about the learning outcomes stated in the syllabus, and the grading scale and how it is applied in the course.

Entry requirements

General requirements and studies equivalent of the courses History 1b or 1a1+1a2 and Social Studies 1b or 1a1+1a2 from Swedish Upper Secondary School.

Further information

To be admitted to the course, the student must be admitted to the Bachelor's programme in Strategic Communication 180 credits, or the Bachelor's programme in Strategic Communication and Digital Media, 180 credits.

The course may not be included in a degree together with SKOA35 Linguistic Strategies, 7.5 credits.

Subcourses in SKOC20, Strategic Communication: Linguistic Strategies

Applies from V17

- 1601 Seminars, 0,0 hp
Grading scale: Fail, Pass
- 1602 Webtext, 0,5 hp
Grading scale: Fail, Pass
- 1603 Advertisement, 0,5 hp
Grading scale: Fail, Pass
- 1604 Written Exam, 2,0 hp
Grading scale: Fail, Pass
- 1605 Take-home Exam, 3,0 hp
Grading scale: Fail, E, D, C, B, A