



**LUND**  
UNIVERSITY

Faculty of Social Sciences

## **SKOC24, Strategic Communication: Linguistic Strategies, 6 credits**

*Strategisk kommunikation: Språkstrategi, 6 högskolepoäng*  
**First Cycle / Grundnivå**

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### **Details of approval**

The syllabus was approved by the board of the Department of Strategic communication on 2017-11-28 and was last revised on 2023-06-13. The revised syllabus applies from 2023-06-19, spring semester 2024.

### **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
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- 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.

### **Assessment**

The course is examined through an individual writing assignment (0.5 credits), a written group assignment (0.5 credits), a written exam (2 credits) and a final exam (3 credits) that is carried out in two equal parts: one part is submitted on Canvas and one part is a written 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.

The examiner, in consultation with Disability Support Services, may deviate from the regular form of examination in order to provide a permanently disabled student with

a form of examination equivalent to that of a student without a disability.

*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 final exam. For a grade of Pass on the course, students must have been awarded at least a grade of E on the final 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 and courses corresponding to the following Swedish Upper Secondary School Programs: English 6, Mathematics 2a/2b/2c and Social Studies 1b/1a1+1a2.

## **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.

Plagiarism is considered a serious offense at Lund University, and disciplinary measures will be taken against all forms of misconduct in connection with an assessment of study performance. The penalty that may be imposed for this, and other unfair practice in examinations or assessments, includes suspension from the University.

The course may not be included in a degree together with SKOC20 Linguistic Strategies, 6 credits.

## Subcourses in SKOC24, Strategic Communication: Linguistic Strategies

### Applies from V24

- 2401 Webtext, 0,5 hp  
Grading scale: Fail, Pass
- 2402 Advertisement, 0,5 hp  
Grading scale: Fail, Pass
- 2403 Written Exam, 2,0 hp  
Grading scale: Fail, Pass
- 2404 Final exam, 3,0 hp  
Grading scale: Fail, E, D, C, B, A

### Applies from V18

- 1701 Webtext, 0,5 hp  
Grading scale: Fail, Pass
- 1702 Advertisement, 0,5 hp  
Grading scale: Fail, Pass
- 1703 Written Exam, 2,0 hp  
Grading scale: Fail, Pass
- 1704 Take-home Exam, 3,0 hp  
Grading scale: Fail, E, D, C, B, A