



LUND
UNIVERSITY

Faculties of Humanities and Theology

DIKA63, Digital Cultures: Production - Advanced Network Communication and Publishing, 4 credits

*Digitala kulturer: Produktion - Avancerad nätverkskommunikation
och publicering, 4 högskolepoäng*

First Cycle / Grundnivå

Details of approval

The syllabus was approved by the programmes director by delegation from the pro-dean for first- and second-cycle studies on 2013-01-07 and was last revised on 2017-02-24 by The pro-dean for First-Cycle Studies at the Faculties of Humanities and Theology. The revised syllabus applies from 2017-02-24, spring semester 2017.

General Information

The course is a compulsory component of semester 6 of the Bachelor of Arts programme in Digital Cultures. The course can be included in a first or second cycle degree.

Language of instruction: Swedish

Components of the course may be taught in other Scandinavian languages or in English.

Main field of studies

Cultural Sciences with specialization in Digital Cultures

Depth of study relative to the degree requirements

G2F, First cycle, has at least 60 credits in first-cycle course/s as entry requirements

Learning outcomes

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

Knowledge and understanding

- understand and describe the conditions, opportunities and limitations of current digital services and relate them to different practices or needs

Competence and skills

- apply different principles and methods of disseminating digital content to different target groups and between specific digital platforms
- use selected examples to outline a needs-oriented conceptual solution to digital network communication or publication
- account in speech and writing for and adapt the presentation of the needs-oriented conceptual solution according to the circumstances of different target groups

Judgement and approach

- assess the feasibility of a concept, in accordance with specified criteria

Course content

The course covers advanced aspects of network-based communication and publication. It discusses the conditions, opportunities and limitations of current digital services. These are evaluated in relation to different applications or needs. Other topics discussed on the course include search engine optimisation (SEO), marketing in social media and viral marketing. Based on this, the students are to draw up a needs-oriented conceptual solution for digital network communication or publication. Through presentations of these solutions adapted to the target group, the students will develop their skills in serving as a communicative link between different groups with different knowledge of digital cultures.

Course design

The teaching consists of lectures, supervised group exercises, study visits, peer review, and laboratory experiments. Participation in group exercises, peer review, laboratory experiments and study visits is compulsory.

Assessment

The course is assessed on the basis of continuous written assignments, oral presentation, and peer review.

Three opportunities for examination are offered in conjunction with the course: a first examination and two re-examinations. At least 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 may deviate from the regular form of assessment if it cannot be implemented during a re-examination, and if it complies with the learning outcomes of the course.

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, Pass, Pass with distinction.

Entry requirements

To be admitted to the course, students must have passed the courses Digital Cultures: Production- Introduction (DIKA13), Digital Cultures: Production- Continuation (DIKA23), Digital cultures: Production- Image and Sound (DIKA33) and another 37.5 credits on the programme or the equivalent.

Further information

1. The course is offered at the Division of Digital Cultures, Department of Arts and Cultural Sciences, Lund University.
2. The credits allocated for course content that in whole or in part is commensurate with another course can only be credited once for a degree.

Subcourses in DIKA63, Digital Cultures: Production - Advanced Network
Communication and Publishing

Applies from V15

1301 Advanced Network Communication and Publishing, 4,0 hp
Grading scale: Fail, Pass, Pass with distinction