KOGA01, Communication, Cognition and Accessibility, 7.5 credits

Kommunikation, kognition och tillgänglighet, 7,5 högskolepoäng

First Cycle / Grundnivå

Details of approval

The syllabus was approved by The pro-dean for First-Cycle Studies at the Faculties of Humanities and Theology on 2023-11-14 (U 2023/847). The syllabus comes into effect 2024-03-01 and is valid from the autumn semester 2024.

General information

The course is offered as a freestanding course.

Language of instruction: Swedish

Main field of study	*Specialisation*
Cognitive Science	G1N, First cycle, has only upper-secondary level entry requirements

Learning outcomes

On completion of the course, students shall be able to

Knowledge and understanding

- understand and define concepts from cognitive science about how people notice, process, understand and remember information that others wish to convey,
- account for how complex messages are received, processed and understood by users,

Competence and skills

- orally and in writing apply concepts and methods from cognitive science to analyse the reception of multimodal messages,

Judgement and approach

- think through another person's situation and reflect on issues and possibilities regarding accessibility for different groups of users (e.g. individuals with visual impairment or blindness).

Course content

People communicate for different reasons, use different media and formulate their messages using written and spoken language, gestures, photos, diagrams, graphs, maps, moving images and other graphical means. This makes demands on recipients' ability to interpret and understand the contents, which can be demanding in cognitive terms. It is therefore important to make audiovisual information accessible so that all people are able to understand and access the contents, regardless of perceptual or cognitive ability.

How do we design communicative products in line with people's needs, so that everyone is able to interpret and understand their contents? How do we portray the contents so that they become intelligible, accessible and useful for all target audiences, including those with special needs?

The course introduces basic concepts and theories about how people notice, process, understand and remember information that others wish to convey. We will focus on the receiver perspective and use different methods to review accessibility and intelligibility for different target audiences (e.g. individuals with visual impairment and blindness, hearing impairment, dyslexia etc). Course participants will work with subtitling, image description, audio description as well as linguistic and cognitive accessibility. They will also test how AI tools function for different groups of users.

Course design

Teaching consists of lectures, seminars, workshops and a group project.

Assessment

Assessment is based on

- an oral presentation of a group report (2.5 credits)
- two to three shorter individual written presentations (2 credits)
- a written invigilated exam (3 credits)

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.

Grades

Grading scale includes the grades: Fail, Pass, Pass with distinction

The oral presentation of the group project and the short written presentations are graded either Pass or Fail. The written examination is graded Fail, Pass or Pass with distinction. This grade decides the overall course grade, but the grade of Pass requires at least the grade of Pass on all assessed components.

Entry requirements

General requirements

Further information

- The course is offered at the Department of Philosophy, Lund University.
- The credits allocated for course content that is shared in whole or in part with another course can only be credited once for a degree.
- For further details, see current registration and information materials.

U 2023/847

This is a translation of the syllabus
which was established in Swedish.