



LUND
UNIVERSITY

Faculties of Humanities and Theology

KOGP15, Communication, Cognition and Accessibility: Multimodal Information from The Point of View of The Receiver, 7.5 credits

*Kommunikation, kognition och tillgänglighet: Multimodal
information i mottagarperspektiv, 7,5 högskolepoäng*
Second Cycle / Avancerad nivå

Details of approval

The syllabus was approved by The pro-dean for First-Cycle Studies at the Faculties of Humanities and Theology on 2021-01-18 and was last revised on 2023-02-14. The revised syllabus applies from 2023-02-15, autumn semester 2022.

General Information

Subject: Cognitive Science

The course is offered as a freestanding course.

Language of instruction: Swedish

Some components may be taught in English.

Main field of studies

-

Depth of study relative to the degree requirements

A1N, Second cycle, has only first-cycle course/s as entry requirements

Learning outcomes

On completion of the course, the student is to be able to:

Knowledge and understanding

- understand and define concepts in basic cognitive science theories and concepts relating to how people notice, process, understand and remember information that others wish to convey
- account for how multimodal products are received by users and understand which underlying cognitive processes influence the processing and understanding of complex messages

Competence and skills

- apply research and methods in cognitive science to test and analyse the reception of multimodal messages
- clearly give an account, orally and in writing, of the knowledge that underlies cognitive processes,

Judgement and approach

- critically reflect on issues and possibilities regarding accessibility for different user groups (e.g. individuals with visual impairment or blindness).

Course content

How does one design communicative products in line with people's needs, so that all are able to interpret and understand their contents? People communicate for different reasons, use different media and formulate their messages using both 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 and it can be demanding in cognitive terms. It is therefore important to make the audio-visual information available so that all people are able to understand and access the contents, regardless of perceptual or cognitive ability.

How are navigation, processing and understanding of message facilitated in, for example. brochures, information films, online and in social media? How are the contents designed so that they become intelligible, available and useful for all target groups, including those with special needs?

The course deals with basic concepts and theories relating to how people notice, process, understand and remember information that others wish to convey. The focus is on the recipient's perspective and different methods to test accessibility and intelligibility for different target groups in particular individuals with special needs (e.g. individuals with low vision, blindness, attention deficits and dyslexia etc).

The course also deals with the people's interaction with different media and how AI support works for different users. The course participants work with subtitling, image description, audio description and with linguistic and cognitive accessibility, for example on social media.

Course design

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

Assessment

The examination consists of (a) an oral presentation of a group report, (b) two to three shorter individual written presentations, and (c) an individual oral examination.

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.

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

Entry requirements

To be admitted to the course, students must have successfully completed course requirements comprising 90 credits in the social sciences or humanities, or the equivalent.

Further information

1. The course is offered at the Department of Philosophy, 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. For further details, see current registration and information materials.

Subcourses in KOGP15, Communication, Cognition and Accessibility:
Multimodal Information from The Point of View of The Receiver

Applies from H23

- 2301 Group assignment, 2,5 hp
Grading scale: Fail, Pass
- 2302 Individual written assignments, 2,0 hp
Grading scale: Fail, Pass
- 2303 Oral exam, 3,0 hp
Grading scale: Fail, Pass, Pass with distinction

Applies from H21

- 2101 Communication, Cognition and Accessibility, 7,5 hp
Grading scale: Fail, Pass, Pass with distinction