



LUND
UNIVERSITY

Faculty of Social Sciences

KOMN07, Strategic Communication: Communication Theory, 7.5 credits

Strategisk kommunikation: Kommunikationsteori, 7,5 högskolepoäng

Second Cycle / Avancerad nivå

Details of approval

The syllabus was approved by the board of the Department of Strategic communication on 2019-03-05 to be valid from 2019-03-08, autumn semester 2019.

General Information

The course is an elective course in the Master of Science Programme in Strategic Communication 120 credits and a free-standing course. The course is given in Helsingborg.

Language of instruction: English

Main field of studies

Strategic Communication

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 shall be able to

Knowledge and understanding

- understand different communication theories, including central concepts,
- understand epistemological positions behind the theories,
- understand methodological potential and implication of different theories.

Competence and skills

- formulate questions and raise discussions based on specific communication theories,
- compare and select different theories in terms of epistemology and methodological potential,
- apply different theories in analysis of text and other cultural artefact,
- argue for theoretical and methodological choices.

Judgement and approach

- synthesize different theories with respect to epistemology and methodological appropriateness,
- evaluate the theories and choices regarding their application in analysis,
- reflect on implications of theoretical and methodological choices.

Course content

During the course, the student will work with five different traditions in communication science such as Analytic philosophy and pragmatics; Hermeneutics; Critical Theory; Semiotics and structuralism; and Post-structuralism. On the seminars we will discuss different theories with respect to their epistemological position and their methodological applications. As preparation for the seminars the students will read general introductions in connection with selected theories (primary texts) and conduct analyses on texts and other cultural artifacts. On the course we will read theories such as speech act theory, structural narratology, discourse analysis and discourse ethics.

Course design

Teaching is based on lectures and seminars.

Unless there are valid reasons to the contrary, compulsory participation is required in seminars. 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.

It is obligatory to participate in at least 80 % of the seminars. Students are expected to participate in group preparations between the seminars and to make presentations at the seminars.

Assessment

The assessment will take the form of an individual oral exam.

In connection with the course students are offered three examinations, a regular examination, a re-examination and one additional re-examination. Within one year after the course, students are offered a minimum of two additional re-examinations. Thereafter, more examinations are offered but in accordance with current course content.

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 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.

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

Entry requirements

For admission to the course, the student must have completed course requirements of at least 150 credits of which 90 credits in Strategic Communication or equivalent. A good command of English language both spoken and written, equivalent to English 6/B (advanced) proficiency in the Swedish secondary system, is required. Equivalence assessments will be made according to national guidelines. Foreign students are exempted from the basic university eligibility requirement of commanding the Swedish language.

Subcourses in KOMN07, Strategic Communication: Communication Theory

Applies from H19

1901 Exam, 7,5 hp
Grading scale: Fail, E, D, C, B, A