



LUND
UNIVERSITY

Faculties of Humanities and Theology

RET02, Rhetoric in Video Communication, 3 credits

Videoretorik, 3 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 2023-02-15 to be valid from 2023-02-15, autumn semester 2023.

General Information

The course is offered as a freestanding course.

Language of instruction: Swedish

Main field of studies

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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

- based on the basic elements of rhetoric and a narrative perspective, describe communication in video format,
- identify elements that relate to the Five Canons of Rhetoric and relate these to aim and communication situation,

Competence and skills

- produce videos where manuscripts, body language and language are tailored to context and aim,
- give advice and constructive criticism to people who need to produce video for internal or external communication in associations, public authorities, organisations or companies,
- based on the Five Canons of Rhetoric and a narratological perspective,

constructively analyse videos in relation to how the message is structured and presented,

Judgement and approach

- describe and assess communicative actions in videos from a rhetorical perspective,
- identify their need for further knowledge and ongoing learning within video production.

Course content

The course provides students with the tools to create factual videos to present information or a message, internally or externally. The aim is to offer those who are not professionals in video production a way to lift the communicative impact of their videos. By focusing on content and delivery, it lays the foundation for persuasive communication. The theory is based on the Five Canons of Rhetoric and narration (cf. storytelling) as tools.

The students practice in formulating and presenting their message effectively. No special technical skills are required (post-production, advanced technology and distribution are not addressed).

Course design

The course contains four compulsory seminars:

- How to write a good manuscript. What do you want to say: contents, structure and style.
- How to grab your audience with a statement - storytelling as a tool.
- How to best convey your message with (a) voice, facial expression, gesture, image and space and (b) slide shows and other aids.
- What makes a good video? Discussion of the participants' videos.

If, due to circumstances beyond their control, for example accidents, sudden illness or similar, students are unable to carry out a compulsory component, the University is responsible for ensuring that an equivalent alternative or another time for the component is offered. This also applies to students participating in activities in an elected position as a student representative.

Assessment

The course is examined through a practical assignment in the form of a video and a reflection on that assignment.

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.

Entry requirements

General requirements for university studies in Sweden

Further information

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

Subcourses in RETB02, Rhetoric in Video Communication

Applies from H23

2301 Rhetoric in Video Communication, 3,0 hp
Grading scale: Fail, Pass