

SKOB15, Strategic Communication: Perspectives of Communication, 7.5 credits

Strategisk kommunikation: Perspektiv på kommunikation, 7,5 högskolepoäng
First Cycle / Grundnivå

Details of approval

The syllabus was approved by the board of the Department of Strategic communication on 2016-03-15 (U2016/152). The syllabus comes into effect 2016-08-29 and is valid from the autumn semester 2016.

General information

The course is a compulsory course during the first semester in the Bachelor's programme in strategic communication, 180 credits and the Bachelor's programme in strategic communication and digital media, 180 credits. The course is given in Helsingborg.

Language of instruction: Swedish

Components in other Scandinavian languages and English may be included.

Main field of study

Specialisation

Strategic
Communication

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

- be able to distinguish different perspectives on communication,
- be able to compare different perspectives on communication,

Competence and skills

- show skills in structuring and presenting knowledge of different communicative perspectives in a pedagogical and transparent way,
- demonstrate the ability to identify and apply theory and concept from different communicative perspectives,

Judgement and approach

- demonstrate the ability to independently discuss and argue for the choice of perspective on communication in relation to a phenomenon that should be studied.

Course content

The aim of the course is that the student should acquire basic knowledge in and understanding of different perspectives on communication. In the course, several scientific perspectives on communication are presented e.g. rhetoric, semiotics, cybernetik, socio-psychological, and critical perspectives. These perspectives as well as theories and concepts related to the perspectives are discussed and problematised during the course. Based on the overview of perspective, it is shown that communication can be understood in various ways, mean different things, and result in different types of problems are studied. During the course, the student gets the opportunity to specialise in some of the perspectives.

Course design

Teaching is given as lectures, seminars and practical assignments.

Assessment

The course is examined through a written exam.

Three opportunities for examination are offered in conjunction with the course: a first examination and two re-examinations. Within a year of the end of the course, two further re-examinations on the same course content are offered. After this, further re-examination opportunities are offered but in accordance with the current course syllabus.

Grades

Grading scale includes the grades: U=Fail, E=Sufficient, D=Satisfactory, C=Good, B=Very Good, A=Excellent

The highest grade is A, and the lowest passing grade is E. 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.

The final grade is decided by the written exam.

At the start of the course, the student about the intended learning outcomes of the course syllabus as well as about the grading scale and its application are informed in the course

Entry requirements

General and courses corresponding to the following Swedish Upper Secondary School Programs: English 6, Mathematics 2a/2b/2c and Social Studies 1b/1a1+1a2.

Further information

To be eligible to the course, the student must be admitted to the Bachelor's programme in strategic communication 180 credits or the Bachelor's programme in strategic communication and digital media, 180 credits.

The course may not be included in a degree together with SKOA13 Perspective on communication 9 credits or SKOA15 Perspective on communication, 7.5 credits.