



Joint Faculties of Humanities and Theology

## SVEG46, Language Consultancy: Write, Portray, Convince, 7.5 credits

*Språkkonsult: Skriva, gestalta, övertyga, 7,5 högskolepoäng*  
First Cycle / Grundnivå

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### Details of approval

The syllabus was approved by The Pro Dean of First and Second Cycle Studies at The Joint Faculties of Humanities and Theology on 2024-06-14 ( U 2024/455). The syllabus comes into effect 2024-09-01 and is valid from the spring semester 2025.

### General information

The course is a compulsory component of semester 4 of the Bachelor of Arts programme in Language Consultancy. It can also be included in a general qualification for first or second-cycle studies.

*Language of instruction:* Swedish

#### *Main field of study*

Swedish with specialization in  
Language Consultancy

Swedish

#### *Specialisation*

G1F, First cycle, has less than 60 credits in first-  
cycle course/s as entry requirements

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### Learning outcomes

On completion of the course, students shall be able to

#### Knowledge and understanding

- describe linguistic and textual features that are characteristic of some different rhetorical and performative text types,

#### Competence and skills

- reproduce model texts and adapt them to new communication situations,

- use linguistic and rhetorical terminology to analyse and give relevant feedback on others' rhetorical and creative texts,
- analyse the interaction between text and image from a rhetorical perspective,

### **Judgement and approach**

- evaluate and justify rhetorical and textual choices in own texts and identify areas for development.

### **Course content**

The course builds upon earlier courses in writing and rhetoric. The course focuses on representation and expression and rhetorical text types. The working method is based on analysis and imitation. The course integrates and deepens students' prior knowledge of rhetoric, argumentation and the interaction between text and image.

### **Course design**

The teaching consists of lectures, workshops and practical exercises conducted individually and in groups. The course includes 4 compulsory workshops and 3–6 compulsory response meetings. Absence from compulsory components is compensated for with written assignments.

### **Assessment**

The course is assessed through 3 written assignments with associated meta reflections.

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

For the grade of Pass in the course, all compulsory components must be satisfied and the grade of Pass must have been awarded on all assessed components. For the grade of Pass with Distinction in the course, the grade of Pass with Distinction must additionally be awarded on the final assessed assignment.

### **Entry requirements**

Admission to the course requires 60 credits in Swedish Linguistics (SVEA41 and SVEA 42 or equivalent courses).

### **Further information**

- The course is offered at the Centre for Languages and Literature, Lund University.
- The course replaces the earlier course SVEG45.
- The number of 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 material.