

Oral and Written Communication in a Professional Context

Programme course

6 credits

Muntlig och skriftlig kommunikation i professionella
sammanhang

TNKA09

Valid from: 2018 Spring semester

Determined by

Board of Studies for Computer Science
and Media Technology

Date determined

Main field of study

Graphic Design and Communication

Course level

First cycle

Advancement level

G1N

Course offered for

- Bachelor's Programme in Graphic Design and Communication

Intended learning outcomes

When the course is completed the student should:

- know how to apply basic theoretic knowledge regarding how different forms of communication interact with the context, i.e. factors such as situation, aim, sender, receiver, content and communication style
- know how to apply different forms of communication based on cases and given scenarios, with special attention to ethics and rhetoric
- have developed skills in writing aimed at copywriting and information
- have achieved skills, oral and written, to describe and analyze texts written with a certain purpose and in a given context
- know how to orally present and motivate a chosen communication form and style

Course content

The basics of written communication in different forms, with special attention to copywriting, information and communication which involve oral, interpersonal and textual communication; i.e. the students work with copy, pitch and press release. Different perspectives (for example ethical) are discussed based on cases and given situations. Seminars are held where the students analyze and give feedback on each other's work as a result of an individual assignment. Oral presentation in the style of a pitch is also performed.

Teaching and working methods

Lectures, seminars, individual work and group work in pairs

Examination

UPG4	Home assignment	3 credits	U, G
UPG3	Oral presentation	1 credits	U, G
UPG2	Analysing assignment	1 credits	U, G
UPG1	Individual home assignment	1 credits	U, G

Grades

Two grade scale, older version, U, G

Other information

Supplementary courses:
Rethorics

Department

Institutionen för kultur och kommunikation

Director of Studies or equivalent

Ulrika Örtenberg

Examiner

Maria Thunborg

Education components

Preliminary scheduled hours: 48 h
Recommended self-study hours: 112 h