

# Rethoric in Speech, Texts and Images

Programme course

6 credits

Retorik i tal, text och bild

TNKA10

Valid from: 2020 Spring semester

**Determined by**

Board of Studies for Computer Science  
and Media Technology

**Date determined**

2019-09-23

## Main field of study

Graphic Design and Communication

## Course level

First cycle

## Advancement level

G1F

## Course offered for

- Bachelor's Programme in Graphic Design and Communication
- Electronics Design Engineering, M Sc in Engineering
- Communications, Transport and Infrastructure, M Sc in Engineering
- Media Technology and Engineering, M Sc in Engineering

## Intended learning outcomes

After completing the course, the participants should:

- be able to apply knowledge of the rethoric of written text and images and analyse the role of rethoric in a case scenario.
- have achieved skills, to present a statement orally to an audience and other specified conditions
- describe different image media's visual rethoric
- know how to orally present and motivate a chosen form of visual rethoric

## Course content

The basic knowledge of oral communication in different forms, with special attention to pitch and rethoric analysis. Different perspectives (for example gender) are discussed based on cases and given situations. Seminars are held where the students analyze and give feedback on each other's oral presentations and work as a result of an individual assignment.

## Teaching and working methods

During the first part of the course, the course consists of weekly themes through lectures, seminars, group work and assignments. During the second part of the course, the main work is conducted through a group project. Lectures, seminars, individual work and group work

## Examination

UPG2	Seminars and Written Assignment	3 credits	U, G
UPG1	Oral Presentations and Written Evaluation	3 credits	U, G

## Grades

Two grade scale, older version, U, G

## Other information

### About teaching and examination language

The teaching language is presented in the Overview tab for each course. The examination language relates to the teaching language as follows:

- If teaching language is Swedish, the course as a whole or in large parts, is taught in Swedish. Please note that although teaching language is Swedish, parts of the course could be given in English. Examination language is Swedish.
- If teaching language is Swedish/English, the course as a whole will be taught in English if students without prior knowledge of the Swedish language participate. Examination language is Swedish or English (depending on teaching language).
- If teaching language is English, the course as a whole is taught in English. Examination language is English.

### Other

The course is conducted in a manner where both men's and women's experience and knowledge are made visible and developed.

The planning and implementation of a course should correspond to the course syllabus. The course evaluation should therefore be conducted with the course syllabus as a starting point.

## Department

Institutionen för kultur och samhälle

## Director of Studies or equivalent

Ulrika Örtenberg

## Examiner

Maria Thunborg

## Education components

Preliminary scheduled hours: 48 h

Recommended self-study hours: 112 h