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

Graphical Design and Communication

Course level

First cycle

Advancement level

G1X

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

<table>
<thead>
<tr>
<th>UPG1</th>
<th>Individual home-assignment</th>
<th>U, G</th>
<th>1 credits</th>
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</thead>
<tbody>
<tr>
<td>UPG2</td>
<td>Analyzing assignment</td>
<td>U, G</td>
<td>1 credits</td>
</tr>
<tr>
<td>UPG3</td>
<td>Oral presentation</td>
<td>U, G</td>
<td>1 credits</td>
</tr>
<tr>
<td>UPG4</td>
<td>Home-assignment</td>
<td>U, G</td>
<td>3 credits</td>
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Grades

Two grade scale, older version, U, G

Other information

Supplementary courses:
Rethorics

Department

Inst 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