

# Rethoric in Speech, Texts and Images

Programme course

6 credits

Retorik i tal, text och bild

TNKA10

Valid from: 2019 Spring semester

**Determined by**

Board of Studies for Computer Science and  
Media Technology

**Date determined**

2018-08-31

## Main field of study

Graphical Design and Communication

## Course level

First cycle

## Advancement level

G1X

## Course offered for

- Graphic Design and Communication, Bachelor's Programme
- Media Technology and Engineering, M Sc in Engineering
- Communication and Transportation Engineering, M Sc in Engineering
- Electronics Design 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	U, G	3 credits
UPG1	Oral Presentations and Written Evaluation	U, G	3 credits

## Grades

Two grade scale, older version, U, G

## Department

Institutionen för kultur och kommunikation

## Director of Studies or equivalent

Maria Thunborg

## Examiner

Maria Thunborg

## Education components

Preliminary scheduled hours: 48 h

Recommended self-study hours: 112 h