

# Social Media

## About the course

subject	Kommunikation
activitytype	master course
Teaching language	English
Registration	<p>Tilmelding sker via <a href="#">stads selvbetjening</a> indenfor annonceret tilmeldingsperiode, som du kan se på <a href="#">Studieadministrationens hjemmeside</a></p> <p>Når du tilmelder dig kurset, skal du være opmærksom på, om der er sammenfald i tidspunktet for kursusafholdelse og eksamen med andre kurser, du har valgt. Uddannelsesplanlægningen tager udgangspunkt i, at det er muligt at gennemføre et anbefalet studieforløb uden overlap. Men omkring valgfrie elementer og studieplaner som går ud over de anbefalede studieforløb, kan der forekomme overlap, alt efter hvilke kurser du vælger.</p> <p>Registration is happening through <a href="#">stads selvbetjening</a> within the announced registration period, as you can see on the <a href="#">Studyadministration homepage</a>.</p> <p>When registering for courses, please be aware of the potential conflicts between courses or exam dates on courses. The planning of course activities at Roskilde University is based on the recommended study programs which do not overlap. However, if you choose optional courses and/or study plans that goes beyond the recommended study programs, an overlap of lectures or exam dates may occur depending on which courses you choose.</p>
Learning outcomes/ Assessment criteria	<p><b>Knowledge</b></p> <ul style="list-style-type: none"><li>• Knowledge of a specific area within the field of communication, information and media, including knowledge of current methods that can be used to study the area.</li><li>• Knowledge of current and central theories, together with professional communication terms and concepts that are relevant to the area.</li></ul> <p><b>Skills</b></p> <ul style="list-style-type: none"><li>• Skills to analyse a specific problem in professional communication terms.</li><li>• Skills in the application of relevant theory to a specific communication issue.</li><li>• Skills in the application of relevant methods to investigate the communication issue.</li></ul> <p><b>Competencies</b></p> <ul style="list-style-type: none"><li>• Competency to take independent responsibility for one's own academic development and specialisation within the subject area.</li></ul>
Overall content	The course encompasses the presentation, critical discussion and testing of knowledge of a specific area of Communications Studies, including presentations and discussions of concepts, theories and methods of research.
Teaching and working methods	The course consists of a combination of lectures and discussions, and may involve group work and peer feedback. It is organised around a number of themes which will be stated at the beginning of the course.
Expected work effort (ECTS-declaration)	<p>The expected workload in relation to the course is 135 hours (1 ECTS point = 27 work hours):</p> <ul style="list-style-type: none"><li>• 24 hours of confrontation divided between lectures and assignments</li><li>• 60 hours: 2,5 hours of preparation per hours of confrontation</li><li>• 40 hours: The exam assignment</li><li>• 11 hours: Other activities</li></ul> <p>Preparation includes reading the course curriculum and solving assignments during the course, which require preparation from home</p> <p>Other activities includes introduction for the semester, searching for literature, participation in lectures, workshops, evaluation etc.</p>
Course material and Reading list	The literature will be available at Moodle two weeks prior to course introduction.
Form of examination	<p><b>Written examination (home assignment)</b></p> <p>The course concludes with an individual, set, written assignment. The student is given five days to complete the assignment.</p>

	<b>Scope</b>  The length of the assignment must be between a minimum of 9,600 characters, including spaces, and a maximum of 14,400 characters, including spaces. The size specifications include the cover, table of contents, bibliography, figures and other illustrations, but exclude any appendices. Papers that fail to meet the size specifications will be refused assessment, and one examination attempt will be deemed to have been used up.  Emphasis is placed on idiomatically, grammatically and orthographically correct language, the presentation must be clear and lucid, and references or other notes must be adequate and in conformity with good practice. The student must demonstrate mastery of a functional typography and layout. The choice of illustration material must be appropriate in relation to the examination's content and form.		
Form of re-examination	Re-examination takes the same form as the ordinary examination.		
Examination type	Individual examination		
Assessment	7-point grading scale		
Moderation	None (i.e. course lecturer assesses)		
Evaluation- and feedback forms	<p>The student(s) will receive teacher and peer feedback in class discussions, exercises and group work. In addition, the student(s) receives feedback from the teacher in connection with the exam. This feedback will focus on weaknesses and strengths of the student work.</p> <p>Every 3rd year, a formal evaluation takes place. The evaluation takes the form of a digital questionnaire that is sent to the head of studies as well as the study board. <b><i>Such an evaluation takes place in the 2019 spring semester.</i></b></p> <p>The teacher may carry out their own informal evaluation (during or after the course). Informal evaluations stay with the teacher unless they find it relevant to share it with the head of studies.</p>		
Responsible for the activity	Karsten Pedersen ( <a href="mailto:kape@ruc.dk">kape@ruc.dk</a> ) Emma Christensen ( <a href="mailto:emch@ruc.dk">emch@ruc.dk</a> )		
teacher	Emma Christensen ( <a href="mailto:emch@ruc.dk">emch@ruc.dk</a> )		
Administration of exams	IKH Studyadministration ( <a href="mailto:ikh-studyadministration@ruc.dk">ikh-studyadministration@ruc.dk</a> )		
STADS stamdata	master course		
	workload : 5 ECTS	activitycode : U41233	
	exam form : Skriftlig (ut)	grading : 7-point grading scale	censorship : ingen censur

## Course days:

**Hold: 1**

### KOMM: Social media; Lecture 1

time	26-03-2019 08:15 til 26-03-2019 12:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt
location	40.2-25 - teorirum (foldedør ud til kantineområdet) (40/80)

### KOMM: Social media; Lecture 2

time	28-03-2019 08:15 til 28-03-2019 12:00
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forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt
location	40.2-25 - teorirum (foldedør ud til kantineområdet) (40/80)

## KOMM: Social media; Lecture 3

time	02-04-2019 08:15 til 02-04-2019 12:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt
location	40.2-25 - teorirum (foldedør ud til kantineområdet) (40/80)

## KOMM: Social media; Lecture 4

time	04-04-2019 08:15 til 04-04-2019 12:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt
location	40.2-25 - teorirum (foldedør ud til kantineområdet) (40/80)

## KOMM: Social media; Lecture 5

time	08-04-2019 15:15 til 08-04-2019 19:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt
location	40.2-25 - teorirum (foldedør ud til kantineområdet) (40/80)

## KOMM: Social media; Lecture 6

time	11-04-2019 08:15 til 11-04-2019 12:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt
location	40.2-25 - teorirum (foldedør ud til kantineområdet) (40/80)

## Komm: Social Media - Exam

time	12-04-2019 12:00 til 24-04-2019 12:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt

Komm: Social Media - Reexam

time 08-08-2019 09:00 til  
15-08-2019 09:00

forberedelsesnorm ikke valgt

forberedelsesnorm D-VIP ikke valgt

STADS master course

stamdata workload : 5 ECTS

exam form : Skriftlig (ut)

activitycode : U41233

grading : 7-point grading scale

censorship : ingen censur