### Course 1: Communication: Theoretical Perspectives in Communication Studies

#### Om kurset

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#### Tilmelding

Registration will take place during the period 1 to 15 November 2016

Register through STADS Self-Service: [Here](Here)

#### Kursus starter

14-02-2017

#### Kursus slutter

18-04-2017

#### Undervisningstidspunkt

Tirsdage i perioden 14.2.-18.4.

#### Undervisningssted

Alle kursusgange i lokale 40.2-25 undtagen den 21.2. hvor undervisningen foregår i 44.1-40.

#### Forudsætninger

- **Foreign language reading proficiency**: The student has to have English language proficiency in reading academic articles in English.
- [Additional Specific Admission for the Bachelor Subjects](Additional Specific Admission for the Bachelor Subjects)

#### Formål

The course can be taken as a part of the full Subject Module in Communication Studies, which has the purpose according to §1 in the description of the Subject Module in Communication Studies:

"...to provide students with practical, methodological and theoretical prerequisites for planning, managing, organizing and evaluating communication and information tasks (including the preparation of information materials) aimed at the communication of specialist knowledge to relevant target audiences or communication between relevant participants (professional communication).

Furthermore, the purpose of the subject module in Communication Studies is to provide students with the qualifications required to commence a master's programme in Communication Studies or related master's programmes.

(2) The subject module is included in the bachelor programmes offered at Roskilde University as one out of two subject modules. The subject module corresponds to 35 ECTS points."

#### Indhold

This course gives you 5 ETCS-points.

The course demonstrates the interdisciplinary character of communication research - a field of research that can be characterized as dynamic. This is due to developments in the use of traditional media as well as the emergence of new media and the media convergence that characterize the media landscape. The typical contents of the different media will be analysed as well as how people understand the accessible media, and the impact of the media on the users’ practices. Moreover no-tech communication processes that take place in social networks, among family and friends, in organisations and in different cultural practices will be analysed. Major communication theories are introduced with an outline of the direction of future research within the field of communication.

The course is a combination of lectures, short exercises and discussions.

#### Undervisningssform

Course

#### Bedømmelseskriterier

The purpose of the course is for students to acquire:

Knowledge:

- Knowledge of the interdisciplinary character of the research within the field of communication.
- Insight into major traditional and recent theoretical positions within the field of communication research.
- Insight in the traditional media as well as the occurrence of new media and the media convergence that characterize the media landscape.
- Basic insight in analysis of communication processes.
• Basic knowledge of the meta-theoretical assumptions of theories about communication.
• Prerequisites for critical reflection on major traditional and recent theoretical positions within the field of communication research.

Skills:
• Skilled in analysing and evaluating communication processes across the media landscape.
• Skilled in handling central concepts within the traditional and newer communication and media theory.
• Skilled in comparing and handling central positions within the field of communication studies.
• Skilled in discussing concrete problem areas in regard the no-tech communication processes that take place in social networks, among family and friends, in organisations and in regard to different cultural practices.
• Skilled in communicating academic issues and solution models to peers and non-specialists.

Competencies:
• Competency to handle communication and media theory in regard to different disciplines within the field of communication.
• Competency to evaluate and discuss epistemological and scientific problem areas in regard to the field of communications.

Eksamensform
5 page essay (5 standard pages excluding references) based on exercise (analysis of communication product) set by the course teachers.

Assessment: The 7-step marking scale
Examiners: Internal

Eksamenstidspunkt
Hand-in of the exam assignment the 25th of April 2017 at 12:00 am on Digital Eksamen.

Reeksamenstidspunkt
Hand-in of the re-exam assignment is the 9th of August 2017 at 12:00 am on Digital Eksamen.

Undervisningsansvarlig
Louise Jane Phillips (louisep@ruc.dk)

Kursussekretær
IKH Studyadministration (ikh-studyadministration@ruc.dk)

Underviser
Louise Jane Phillips (louisep@ruc.dk)
Lisbeth Frølunde (lisbethf@ruc.dk)
Tobias Raun (tobiasra@ruc.dk)

kursusgange

Session 1: Communication Theory as Heterogeneous Field: an Introduction to Seven Traditions

Tidspunkt
14/02-2017 kl. 10:15 - 12:00

Sted
40.2-25

Undervisningssprog
English

Underviser
Louise Jane Phillips (louisep@ruc.dk)

Litteratur

Session 2: The Social Psychological and Cybernetic traditions: Persuasion and Target Groups – Communication as Control

Tidspunkt
21/02-2017 kl. 10:15 - 12:00

Sted
44.1-40

Undervisningssprog
English
Session 3: The Semiotic Tradition

Tidspunkt 28/02-2017 kl. 10:15 - 12:00
Sted 40.2-25
Undervisningssprog English
Underviser Lisbeth Frølunde (lisbethf@ruc.dk)

Session 4: The Rhetorical Tradition

Tidspunkt 07/03-2017 kl. 10:15 - 12:00
Sted 40.2-25
Undervisningssprog English
Underviser Louise Jane Phillips (louisep@ruc.dk)

Session 5: Semiotic, Sociocultural and Critical Traditions: British Cultural Studies

Tidspunkt 14/03-2017 kl. 10:15 - 12:00
Sted 40.2-25
Undervisningssprog English
Underviser Louise Jane Phillips (louisep@ruc.dk)

Session 6: Sociocultural and Critical Traditions: the Public Sphere

Tidspunkt 21/03-2017 kl. 10:15 - 12:00
Sted 40.2-25
Undervisningssprog English
Session 7: Sociocultural Tradition: Structural analysis and Feminism

Tidspunkt                  28/03-2017 kl. 10:15 - 12:00
Sted                       40.2-25
Undervisningssprog         English
Underviser                 Tobias Raun (tobiasra@ruc.dk)
Litteratur
Figure from ‘Distinction’, ISBN: 0-415-04546-0 Skeggs, Beverly (2009): The moral economy of person production: the class

Session 8: Semiotic, Sociocultural and Critical Traditions: Discourse Theory

Tidspunkt                  04/04-2017 kl. 10:15 - 12:00
Sted                       40.2-25
Undervisningssprog         English
Underviser                 Louise Jane Phillips (louisep@ruc.dk)
Litteratur

Session 9: Sociocultural Tradition: Interactionism and Interpersonal Communication

Tidspunkt                  11/04-2017 kl. 10:15 - 12:00
Sted                       40.2-25
Undervisningssprog         English
Underviser                 Lisbeth Frølunde (lisbethf@ruc.dk)
Litteratur

Session 10: Phenomenological and Sociocultural Traditions: Dialogic Communication Theory

Tidspunkt                  18/04-2017 kl. 10:15 - 12:00
Sted                       40.2-25
Undervisningssprog         English
Underviser                 Louise Jane Phillips (louisep@ruc.dk)