AFLYST i F23 – Profile project: Global Communication: Equity and Ethics

KLADDE

Title	AFLYST i F23 - Profile project: Global Communication: Equity and Ethics
Semester	F2023
Master programme in	Media and Communication
Type of activity	Project
Teaching language	
Study regulation	

REGISTRATION AND STUDY ADMINISTRATIVE

Registration	
Number of participants	
ECTS	20
Responsible for the activity	
Head of study	Chris Peters (cpeters@ruc.dk)
Teachers	
Study administration	
Exam code(s)	U60316

ACADEMIC CONTENT

Overall objective	The project Global Communication: Equity and Ethics is problem-oriented, exemplary, participant-driven, and group-based activity, where the student develops and documents knowledge, skills, and competencies to work with a defined, self-chosen, professional problem that focuses on identifying, explaining, and solving specific challenges relating to diversity and inclusion in global, intercultural, or local contexts, including professional organizations and interpersonal relations. The project aims to provide the student with the theoretical, methodological, and practical knowledge, skills, and competencies within global communication, with an emphasis on equity and ethics. These qualifications enable the student to analyse, prepare, implement, evaluate and discuss communication activities and the role of digital

media in representing and reinforcing issues of public concern. Students will become familiar with and able to choose between various research methods, thus establishing robust research designs for the study of empirical challenges, gaining proficiency in offering research-based communicative solutions to such issues. The project must include a concrete digital communication product developed by the student, as well as a theoretically based account of the ethical and practical considerations in connection with its planning and preparation. Emphasis is placed on the fact that the linguistic and visual presentation corresponds to the purpose and choice of media, including compliance with normal formal requirements with regard to grammar and spelling.

The project work is supported by guidance and a number of activities that introduce and train the student in developing global communication practices, as well as managing and designing concrete communication initiatives alert to questions of diversity, inclusion, and exclusion.

The project report must be based on relevant, academic literature of at least 1000 pages.

Detailed description of content

Course material and Reading list

Overall plan and expected work effort

Format

Evaluation and feedback

Programme

ASSESSMENT

Overall learning outcomes

At the end of the project work, the student is able to:

- Knowledge and overview of methodological perspectives on individual, organizational and societal diversity
- Knowledge about select empirical issues of diversity and inclusion in (inter)personal, organizational, societal and/or global processes of communication
- Skills in identifying relevant empirical phenomena and establishing problem-oriented research questions
- Skills in designing research projects, selecting relevant theoretical perspectives and methodological approaches
- Skills in producing and presenting research-based solutions to identified problems
- Present a mediated communication problem and solution to both peers and non-specialists in a professionally precise and clear way, with the use of well-chosen forms of communication.
- Take responsibility for your own professional development and engage professionally in interdisciplinary collaboration with others, including any practitioners.
- Independently initiate and manage complex, project-based production and collaboration processes.

Form of examination	Oral project exam in groups with individual assessment
	Permitted group size: 2-6 students.
	The character limits of the project report are:
	For 2 students: 84,000-108,000 characters, including spaces.
	For 3 students: 96,000-120,000 characters, including spaces.
	For 4 students: 108,000-139,200 characters, including spaces.
	For 5 students: 120,000-144,000 characters, including spaces.
	For 6 students: 132,000-156,000 characters, including spaces.
	The character limits include the cover, table of contents, summary, bibliography, figures and other illustrations, but exclude any appendices.
	The project report must include a summary and a communication product or documentation hereof. The summary and the communication product are part of the assessment.
	Time allowed for exam including time used for assessment is for:
	2 students: 60 minutes.
	3 students: 75 minutes.
	4 students: 90 minutes.
	5 students: 105 minutes.
	6 students: 120 minutes.
	Writing and spelling skills in the project report are part of the assessment.
	Permitted support and preparation materials at the oral exam: All
	Assessment: 7-point grading scale.
	Moderation: Internal co-assessor.
Form of Re-examination	Samme som ordinær eksamen / same form as ordinary exam
Type of examination in special cases	
Examination and assessment criteria	
Exam code(s)	Exam code(s) : U60316