Profile project: Global Communication: Equity and Ethics

Title	Profile project: Global Communication: Equity and Ethics
Semester	F2024
Master programme in	Media and Communication
Type of activity	Project
Teaching language	English
Study regulation	Read about the Master Programme and find the Study Regulations at [ruc.dk](ruc.dk)

REGISTRATION AND STUDY ADMINISTRATIVE

Registration	You register for activities through stads selvbetjening during the announced registration period, which you can see on the Study administration homepage.

Registration for project-exam: Please remember to confirm your registration by signing up for exam as a group when the group formation is final. The registration is through STADS Online Student Service

When registering for courses, please be aware of the potential conflicts and overlaps between course and exam time and dates. The planning of course activities at Roskilde University is based on the recommended study programmes, which should not overlap. However, if you choose optional courses and/or study plans that goes beyond the recommended study programmes, an overlap of lectures or exam dates may occur depending on which courses you choose. |
Number of participants	
ECTS	20
Responsible for the activity	Heidi Bojsen (hbojsen@ruc.dk)
Head of study	David Mathieu (mathieu@ruc.dk)
Teachers	

ACADEMIC CONTENT

	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.
Overall objective	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	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 organiza-tions and interpersonal relations.

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Course material and Reading list	The project report must be based on relevant, academic literature of at least 1000 pages, which is compiled by each group in consultation with their supervisor.
Overall plan and expected work effort	The project work is organized as group work with guidance, which is supplemented by project support workshops. The workshop work and supervision are organized in such a way that these activities can take place together on campus two days a week, providing an opportunity to meet the 2nd semester students from the other academic profiles. There will also be a number of guest lectures and other joint professional activities on these days.

The total study effort for the student (ECTS points converted into hours, 20 ECTS x 27 hours) = 540 hours. The hours are divided as follows:

- Project and group formation: 20 hours

	• Workshop activities (preparation, attendance, and summarizing): 120 hours • Supervision meetings (including preparation and feedback): 30 hours • Oral exam (including preparation): 20 hours • Project work, both in group and independently (including literature search, empirical work, group meetings, reading, preparation of working documents, and writing report): 360 hours • Other activities (Semester start, guest lectures, etc.): 20 hours
Format	
Evaluation and feedback	Evaluation: The project is evaluated according to the study board's evaluation practice https://intra.ruc.dk/nc/dk/for-ansatte/organisering/raad-naevn-og-udvalg/oversigt-over-studienaevn/studienaevnet-for-kommunikationsfagene/arbejdet-med-kvalitet-i-uddannelserne/studienaevnets-evalueringspraksis/ For this project, this means that there is continuous oral evaluation in connection with workshops and supervision, and that the course ends with a written evaluation. Feedback: Oral as well as written feedback is given on an ongoing basis in connection with project supervision. In direct continuation of the oral exam, oral feedback is given on the performance of the group as well as the individual student.
Programme	The independent project work will be supported by workshops as well as supervision.

ASSESSMENT

	At the end of the project work, the student is able to:
Overall learning outcomes	• 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.

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: 108,000-132,000 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.

Form of examination 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 Type of examination in special cases	Samme som ordinær eksamen / same form as ordinary exam
Examination and assessment criteria	The exam is an oral group exam. It is based on the written project report and begins with a presentation from each student, with a maximum of 5 minutes per student. The examiner can ask short, clarifying questions after each presentation. On the basis of both the presentation and the project report, the examination then takes place as a conversation between the students, examiner, and external examiner about the project report's area of study and associated literature. In the assessment of the written report, emphasis is placed on the extent to which the student(s) demonstrate the ability to: • Communicate professional knowledge of global communication in terms of considerations around equity and ethics. • Formulate a relevant, academic basis to investigate a course-specific problem in global communication and illustrate this through production and dissemination of a targeted and context-specific, global communication-based solution, alert to diversity and inclusion. • Translate insights from empirical data and analysis into a concrete communication product that is developed, disseminated, justified, and assessed in relation to the specific problem identified. • Formulate themselves correctly, precisely, and conceptually clearly, including being able to summarize the project report's content, arguments, and conclusion in a short and precise summary. In the assessment of the specific digital communication product, emphasis is placed on the extent to which: • The developed product addresses the project's problem formulation • The student(s) can select and justify relevant criteria to evaluate the product in relation to its intended purpose

- The product is innovative in relation to existing, comparable alternatives.

In the assessment of the oral aspect of the exam, emphasis is placed on the extent to which the student(s) demonstrate the ability to:

- Identify and critically reflect on the sociocultural role, significance, and value of global communication
- Present research-based knowledge about and suggestions for global communication-based solutions in a professionally precise and clear way and with the use of well-chosen forms of mediated communication
- Enter into a conceptually-informed conversation and discussion on the basis of the written project report and the concrete communication product
- Describe one's own and other actors' role in the process, thereby establishing one's ability to independently initiate and manage complex, project-based production and collaboration processes

An overall assessment is made based on the written and oral components of the exam, as well as the digital communication product

Exam code(s) Exam code(s) : U60316

Course days:

Hold: 1

Project: Global Communication: Equity and Ethics - Group Formation (MAC)

time	29-02-2024 12:15 til 29-02-2024 16:00
location	40.2-25 - teorirum (foldedør ud til kantineområdet) (50)
Teacher	Heidi Bojsen (hbojsen@ruc.dk)

Project: Global Communication: Equity and Ethics - Group Formationl (MAC)

time	01-03-2024 08:15 til 01-03-2024 12:00
location	07.1-021 - undervisningslokale (30)
Teacher	Heidi Bojsen (hbojsen@ruc.dk)

Project: Global Communication: Equity and Ethics - Projectworkshop (MAC)

time	07-03-2024 12:15 til 07-03-2024 16:00
location	40.2-25 - teorirum (foldedør ud til kantineområdet) (50)
Teacher	Heidi Bojsen (hbojsen@ruc.dk)

Project: Global Communication: Equity and Ethics - Projectworkshop (MAC)

time	15-03-2024 08:15 til 15-03-2024 12:00
location	40.2-25 - teorirum (foldedør ud til kantineområdet) (50)
Teacher	Heidi Bojsen (hbojsen@ruc.dk)

Project: Global Communication: Equity and Ethics - Projectworkshop (MAC)

time	18-03-2024 08:15 til 18-03-2024 12:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt
location	43.3-29 - teorirum (50)
Teacher	Heidi Bojsen (hbojsen@ruc.dk)

Project: Global Communication: Equity and Ethics - Projectworkshop (MAC)

time	11-04-2024 12:15 til 11-04-2024 16:00
location	40.2-25 - teorirum (foldedør ud til kantineområdet) (50)
Teacher	Heidi Bojsen (hbojsen@ruc.dk)

Project: Global Communication: Equity and Ethics - Projectworkshop (MAC)

time	18-04-2024 12:15 til 18-04-2024 16:00
location	40.2-25 - teorirum (foldedør ud til kantineområdet) (50)
Teacher	Heidi Bojsen (hbojsen@ruc.dk)

Project: Global Communication: Equity and Ethics - Projectworkshop (MAC)

time	02-05-2024 12:15 til 02-05-2024 16:00
location	40.2-25 - teorirum (foldedør ud til kantineområdet) (50)
Teacher	Heidi Bojsen (hbojsen@ruc.dk)

Profile project: Global Communication: Equity and Ethics - Hand-In (MAC)

time	06-06-2024 10:00 til 06-06-2024 10:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt

Profile project: Global Communication: Equity and Ethics - Oral examperiod (MAC)

time	17-06-2024 08:15 til 28-06-2024 18:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt

Profile project: Global Communication: Equity and Ethics - Oral reexamperiod (MAC)

time	01-08-2024 08:15 til 30-08-2024 18:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt

RUCs fællesregler for uddannelse §18, stk. 5:

Content

Studerende, der ikke har bestået en ordinær projektprøve, tilmeldes omprøven. Den studerende har ret til at ændre i den tidligere afleverede skriftlige projektrapport. Projektrapporten skal afleveres senest 14 dage efter den ordinære projektprøve er afsluttet.