



## COURSE SYLLABUS

# Communication Theories and Strategies, 7.5 credits

*Communication Theories and Strategies, 7,5 högskolepoäng*

---

<b>Course Code:</b> LCTG10	<b>Education Cycle:</b> First-cycle level
<b>Confirmed by:</b> Director of Education Nov 26, 2019	<b>Disciplinary domain:</b> Social sciences
<b>Revised by:</b> Apr 21, 2021	<b>Subject group:</b> MK1
<b>Valid From:</b> Spring 2021	<b>Specialised in:</b> G1N
<b>Version:</b> 4	<b>Main field of study:</b> Media and Communication Science

---

### Intended Learning Outcomes (ILO)

On completion of the course, the student should be able to:

Knowledge and understanding

- recognize and explain basic theories and concepts within the field of media and communication (1)
- give an account of important developments within media and communication history (2)
- understand and describe the role of communication within society on a regional, national and global level (3)

Skills and abilities

- distinguish between different types of media texts (4)
- apply acquired knowledge about communication when producing strategic communication (5)

Judgement and approach

- critically reflect upon media content and messages from established theoretical perspectives (6)

### Contents

- Basic theories and concepts within the field
- Media and communication history
- Different types of media texts
- The role of communication within society on different levels
- Strategic communication

### Type of instruction

The teaching consists of lectures, seminars and exercises performed individually and in groups. A digital platform is used.

Students who have been admitted to and registered for a course have the right to receive instruction/supervision for the duration of the time period specified for the particular course to which they were accepted. After that, the right to receive instruction/supervision expires.

The teaching is conducted in English.

### Prerequisites

General entry requirements or the equivalent. English proficiency is required. Exemption is granted from the requirement in Swedish.

### Examination and grades

The course is graded A, B, C, D, E, FX or F.

The grades A, B, C, D and E are all passing grades. For courses with more than one element of examination, students are given a final grade based on an overall assessment of all the elements included in the course. The final grade of the course is issued only when all elements of examination have been passed.

The examination is based on the intended learning outcomes.

The course is examined through an individual written examination (ILOs 1, 2, 3, 6) a group presentation (ILOs 1, 3, 5), a seminar (ILOs 1, 3, 6) and an individual written assignment (ILOs 1, 3, 4, 6).

The examination must allow for students to be assessed on an individual basis. Further information concerning assessment of specific intended learning outcomes and grading criteria is provided in a study guide distributed at the beginning of the course.

Students are guaranteed a minimum of three attempts to pass an examination, including the regular attempt.

If a student has failed the same examination three times, the student can request that the next attempt be graded by a new examiner. The decision to accept or reject such a request is made by the associate dean of education. A student may not make a second attempt at any examination already passed in order to receive a higher grade.

In case a course is terminated or significantly altered, examination according to the earlier syllabus shall be offered on at least two occasions in the course of one year after the termination/alteration.

Registration of examination:

Name of the Test	Value	Grading
Seminar	1 credit	U/G
Group presentation	1.5 credits	U/G
Individual written assignment	1.5 credits	A/B/C/D/E/FX/F
Individual written examination	3.5 credits	A/B/C/D/E/FX/F

### Course evaluation

The instruction is followed up throughout the course. A course evaluation is conducted at the end of the course. A summary and comments are published in the learning management system. The evaluation constitutes a basis for future improvements to the course.

### Other information

The course is normally given in English but will be given in Swedish if all the students enrolled in the course speak Swedish.

### Course literature

Allen, Myria (2016) *Strategic Communication for Sustainable Organizations*, Cham: Springer. (chapter 1, 3)

[www.primo.library.ju.se/discovery/fulldisplay?docid=alma997961719803831&context=L&vid=46JUL\\_INST:jul&search\\_scope=MyInst\\_and\\_CI&adaptor=Local%20Search%20Engine&tab=Everything&query=any,contains,Strategic%20Communication%20for%20Sustainable%20Organizations.&offset=0&lang=en](http://www.primo.library.ju.se/discovery/fulldisplay?docid=alma997961719803831&context=L&vid=46JUL_INST:jul&search_scope=MyInst_and_CI&adaptor=Local%20Search%20Engine&tab=Everything&query=any,contains,Strategic%20Communication%20for%20Sustainable%20Organizations.&offset=0&lang=en)

Gulbrandsen, Ib T & Sine N. Just (2020) *Strategizing Communication: Theory and Practice*, Lund: Studentlitteratur

Iosifidis, Petros. (2011) *Global Media and Communication policy: An International Perspective*. London: Palgrave Macmillan (Part II Global Communication Theories and the Nation-State, 28s).

[www.primo.library.ju.se/discovery/fulldisplay?docid=alma997955640603831&context=L&vid=46JUL\\_INST:jul&lang=en&search\\_scope=MyInst\\_and\\_CI&adaptor=Local%20Search%20Engine&tab=Everything&query=any,contains,Global%20media%20and%20communication%20policy:%20An%20international%20perspective..&offset=0](http://www.primo.library.ju.se/discovery/fulldisplay?docid=alma997955640603831&context=L&vid=46JUL_INST:jul&lang=en&search_scope=MyInst_and_CI&adaptor=Local%20Search%20Engine&tab=Everything&query=any,contains,Global%20media%20and%20communication%20policy:%20An%20international%20perspective..&offset=0)

Macnamara, Jim (2020) *Beyond Post-Communication: Challenging Disinformation, Deception and Manipulation*, New York: Peter Lang

Robertson, Margaret (2018) *Communicating Sustainability*. Routledge (chapter 1)

Scannell, Paddy (2020) *Media and Communication*, London: Sage

Please note that changes may be made to the reading list up until one month before the start of the course

### Citing Sources – How to Create Literature References

<http://ju.se/library/search--write/citing-sources---how-to-create-literature-references.html>

### The Interactive Anti-Plagiarism Guide – Jönköping University

Information about plagiarism at higher education institutions  
Also available in the course event on the e-learning platform.