



Faculty of Arts and Social Sciences  
Media and Communication Studies

## Syllabus

### Communication work in theory and practice

<b>Course Code:</b>	MKGA23
<b>Course Title:</b>	Communication work in theory and practice <i>Informationsarbete i teori och praktik</i>
<b>Credits:</b>	30
<b>Degree Level:</b>	Undergraduate level
<b>Progressive Specialisation:</b>	First cycle, has only upper-secondary level entry requirements (G1N)

**Major Field of Study:**  
MKA (Media and Communication Studies)

#### Course Approval

The syllabus was approved by the Faculty of Arts and Social Sciences 2018-02-20, and is valid from the Autumn semester 2018 at Karlstad University.

#### Prerequisites

Admission to the Public Relations programme SGIPR or SGKPR

#### Learning Outcomes

Upon completion of the course, students should be able to:

- reflect critically on the professional roles that include planning, completing and evaluating communication activities, and the relation between these professional categories,
- give an account of and explain the legal and ethical issues involved in professional communication,
- give an account of and explain central linguistic and rhetorical concepts, theories and models,
- problematize the role of language in communication,
- distinguish between, analyse and apply different written genres,
- identify and use target group adapted, functional and accurate language in speech and writing, and
- demonstrate good rhetorical ability in oral and written presentations and argumentation.

#### Content

The course provides the theoretical and practical tools necessary to work in public relations and to take a reflective approach to the profession and the role of communications officer. The emphasis is on oral and written presentation.

The course comprises three modules:

Module 1 Professional role, jurisprudence and ethics, 7.5 ECTS cr

The module aims to place the communication officer in a societal context with a focus on the concept of professional role. The different professional roles in the area of communication and how these are related are treated. The general and basic legal issues of communication are discussed, including freedom of speech and the press, public access to information and copyrights. Students also learn to

approach various problems that may arise in their daily professional role critically and reflectively and to acquire knowledge of the basic ethical principles relevant to different roles. Contact with active professionals is an important part of the module.

#### **Module 2 Linguistics and rhetoric, 7.5 ECTS cr**

Basic linguistic concepts and elements are introduced, such as the difference between speech and writing, word formation, vocabulary, and text transposition. Students study texts in terms of style and argumentation models. Basic concepts, theories and methods in rhetoric are discussed. Written rhetoric is used to illustrate different genres, text types and language registers. Students perform oral presentations for various purposes to an audience. Delivering constructive criticism of fellow-students' productions is an important part of the learning process. Instruction is in the form of lectures, seminars and group work.

#### **Module 3 Applied writing, 15 ECTS cr**

Good writing skills are a fundamental requirement of communication officers. Students are introduced to a process-oriented practice which means that texts are continuously discussed at different levels before reaching the stage of end product. Students are expected to reflect on how purpose and audience affect the choice of genre, language and form. The module consists primarily of practical exercises linked to imagined situations, designed to increase student awareness of the potentials and limitations of the written language, and to develop their writing skills. The focus is on different forms of informative texts, such as journalism, press releases, texts for the web and popular science texts. The process-oriented approach means that constructive assessment of different texts is an important element. Instruction is in the form of lectures, seminars and group work.

#### **Reading List**

See separate document.

#### **Examination**

Assessment of learning outcomes is based on:

Module 1: written exam, group work and individual hand-in assignments.

Module 2: individual hand-in assignments, group work and active participation in seminar discussions on assignments and group reports.

Module 3: individual hand-in assignments, group work and active participation in seminar discussions on assignments and group reports.

#### **Grades**

One of the grades Distinction (VG), Pass (G), or Fail (U) is awarded in the examination of the course and modules. The grade of Distinction is awarded to students who have earned this grade for at least 16 of the 30 course credits.

#### **Quality Assurance**

Follow-up relating to learning conditions and goal-fulfilment takes place both during and upon completion of the course in order to ensure continuous improvement. Course evaluation is partly based on student views and experiences obtained in accordance with current regulations and partly on other data and documentation. Students will be informed of the result of the evaluation and of any measures to be taken.

#### **Course Certificate**

A course certificate will be provided upon request.

#### **Additional information**

The local regulations for studies at the Bachelor and Master levels at Karlstad University stipulate the obligations and rights of students and staff.