



Course syllabus

Faculty of Arts and Humanities

Department of Media and Journalism

1MK146 Kreativ kommunikation och medial gestaltning, 7,5
högskolepoäng

Creative communication and media design, 7.5 credits

Main field of study

Media and Communication

Subject Group

Media and Communication Studies

Level of classification

First Level

Progression

G1F

Date of Ratification

Approved by Faculty of Arts and Humanities 2016-09-28

The course syllabus is valid from spring semester 2017

Prerequisites

1MK141 Introduction to Media and Communication Studies, 15 credits,

1MK142 Scientific Methods A, 7.5 credits

1MK143 Media and Society, 7.5 credits,

or the equivalent.

Objectives

After completing the course, the students should be able to:

- account for models and principles for creative communication in relation to contemporary media cultures, using theories of rhetoric and semiotics,
- identify and review communication in relation to contemporary media cultures from the perspective of power,
- demonstrate an ethical approach in relation to communication and artefacts.

Content

This course introduces theories of rhetoric and semiotics focusing on contemporary visual and participant-oriented media cultures. The course also discusses various models for creative communication, in which different principles and choices of artefacts are discussed and problematised. How are contemporary media cultures perceived and what does it mean to adopt a critical approach when working with creative communication and media design? What power structures do we need to consider in relation to communication and media design in different media cultures? The course presents various examples of communication and artefacts for media design.

Type of Instruction

Teaching is delivered in the form of lectures and seminars.

Examination

The course is assessed with the grades A, B, C, D, E, Fx or F.

In order to receive the grade of pass (E), the student must achieve the objectives.

Additional grading criteria will be specified when the course starts. For students who do not pass the first examinations, retake examinations are provided in accordance with local regulations at the university.

The course is examined through individual assignments and oral presentations.

Course Evaluation

At the end of the course, a course evaluation is conducted. Results and analysis of the course evaluation are communicated to the students who have taken the course and the students who are taking the course when it is offered the next time. The evaluation is anonymous. The course evaluation is filed according to departmental regulations.

Required Reading and Additional Study Material

E Kjeldsen, J. (the latest edition) *Retorik idag: introduktion till modern retorikteori*. Lund: Studentlitteratur. 394 p.

Evans, J. & Hall, S. (eds) (the latest edition) *Visual Culture: The reader*. London: Sage. 478 p.

Jenkins, H. (the latest edition) *Konvergenskulturen: Där nya och gamla medier kolliderar*. Gothenburg: Daidalos. 311 p.

Kress, G. (the latest edition) *Multimodality: A social semiotic approach to contemporary communication*. Oxon: Routledge. 212 p.

Research articles, ca 100 p., available electronically.