



Course syllabus

Faculty of Arts and Humanities

Department of Media and Journalism

1MK607 Kreativ kommunikation och medial gestaltning, 7,5 högskolepoäng

1MK607 Creative Communication and Medial 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 2021-06-08

Revised 2023-10-06 by Faculty of Arts and Humanities. Revised literature.

The course syllabus is valid from autumn semester 2023

Prerequisites

General entry requirements + English 6 and Civics 1b alt. Civics 1a1 +1a2. At least 22.5 credits within media and communication studies or the equivalent.

Objectives

After completing the course, the student should be able to

- account for and discuss models and principles for creative communication in relation to contemporary media cultures, using rhetorical and semiotic theory
- identify and assess communicative actions in relation to contemporary media cultures and power perspectives, based on literature
- account for an ethical approach and social responsibility and sustainability in relation to communicative actions and artefacts
- describe their own need of further knowledge in the field, in order to develop their own competence in relation to their own creative work.

Content

The course starts out from rhetorical and semiotic theory, with a special focus on visual media cultures focused on participants. It discusses different models for creative

communication, where different principles for communication and choices of artefacts are discussed and problematised. How is contemporary media cultures perceived, and what does it mean to have an ethical approach and a sustainable perspective in work with creative communicative actions and media. What power relations do we need to pay attention to in communication and in the design of media, considering different kinds of media culture? During the course students are presented with examples of communicative actions and artefacts in media.

Type of Instruction

Teaching is delivered in the form of lectures, laboratory sessions and seminars. If possible, the course includes an excursion to one of the leading production companies in the field.

Examination

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG).

The course is examined through individual hand-in assignments and oral presentations.

In order to receive the grade of Pass, the student must achieve the objectives. Grading criteria for the grade of Pass with Distinction will be specified in writing when the course starts.

If the university has decided that a student is entitled to special pedagogical support due to a disability, the examiner has the right to give a customised exam or to have the student conduct the exam in an alternative way.

Repeat examination is offered in accordance with Local regulations for courses and examination at the first and second-cycle level at Linnaeus University.

Course Evaluation

During or shortly after the course, a course evaluation is conducted. Results and analysis of the course evaluations are promptly communicated to the students who have taken the course. Students who are taking the course when it is offered the next time are informed of the results at the start of the course. The evaluation is anonymous.

Required Reading and Additional Study Material

Björkvall, A. (The latest edition). *Den visuella texten: multimodal analys i praktiken*. Lund: Studentlitteratur. 176 p.

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

Ihlen, Ø. & Fredriksson, M. (ed.) (The latest edition). *Public relations and social theory: key figures, concepts and developments*. New York, NY: Routledge. 454 p.

Palm, L. & Åkerström, M. (The latest edition). *Kommunikationsplanering: en handbok på vetenskaplig grund*. Lund: Studentlitteratur. 200 p.

Other material available online, including research articles, may be added (ca 100 p.)