



Course syllabus

Faculty of Arts and Humanities

Department of Media and Journalism

1MP601 Tanken, texten och presentationen, 7,5 högskolepoäng

1MP601 The Thought, the Text and the Presentation, 7.5 credits

Subject Group

Media Production

Level of classification

First Level

Progression

G1N

Date of Ratification

Approved 2020-01-14

Revised 2021-05-24 by Faculty of Arts and Humanities. Revised literature.

The course syllabus is valid from autumn semester 2021

Prerequisites

General entry requirements and Civics 1b / 1a1 +1a2 or Civics A, English B (Field-specific entry requirements 6/A6). General entry requirements and Civics 1b / 1a1 +1a2 or English B, Civics A (Field-specific entry requirements 6/A6).

Objectives

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

- account for methods and strategies for creative generation of ideas within the area of media production,
- apply methods and strategies for creative generation of ideas within the area of media production, account for the roles of teams and projects in creative team work in different media production contexts,
- produce and revise text for different kinds of media production,
- account for the role of rhetoric in media production,
- apply rhetoric in media production,
- pitch their own ideas in spoken and visual form.

Content

The course is an introduction to media production, focusing on creativity and generation of ideas. It also comprises copywriting and other kinds of text production. The course also deals with rhetoric, focusing on rhetorical processes and oral presentation, including pitching ideas for media production. Theoretical as well as applied aspects of the above are introduced.

Type of Instruction

Teaching is delivered in the form of lectures, seminars, exercises and supervision.

Examination

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

The course is examined through submissions, presentations in seminars, 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 has the right to special educational support due to a disability, the examiner may offer an adapted test or allow the student to conduct the test in an alternative form. For students who do not pass their first examinations, retake examinations are provided in accordance with Local regulations for courses and examinations at the first and second levels at Linnaeus University.

Course Evaluation

During or shortly after the course, a course evaluation is conducted. Results and analysis of the course evaluation 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

Bergström, Bo. (the latest edition). *Reklam: strategiskt och kreativt*. Stockholm. Carlsson. 239 p.

Lindstedt, Inger. (the latest edition). *Talarens hantverk: att göra framgångsrika presentationer*. Lund. Studentlitteratur. 220 p.

Rehn, Alf. (the latest edition). *Farliga idéer: när det opassande tänkandet är din värdefullaste resurs*. Stockholm. BookHouse Editions. 148 p.

Åkerberg, Mattias. & Wiklander, Christer. (the latest edition). *Sälj det med ord!: konsten att skriva reklam*. Malmö: Roos & Tegnér. 280 p.

Additional material available online, including research articles (ca 100 p.)