



Course syllabus

Faculty of Arts and Humanities
Department of Media and Journalism

1MP706 Innovationskultur - koncept, text och presentation, 7,5
högskolepoäng

Innovation culture - concept, text and presentation, 7.5 credits

Subject

Media Production

Level

First cycle

Progression

G1N

Date of Ratification

Approved 2025-01-14.

The course syllabus is valid from autumn semester 2025.

Prerequisites

General entry requirements and English 6.

Objectives

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

- present methods and strategies for creative idea generation and rhetorical concept development within the field of media production,
- apply methods and strategies for creative idea generation and rhetorical concept development within the field of media production,
- present team and project roles in creative environments and teamwork in various media production contexts,
- produce and process text for various types of media production,
- present the role of rhetorics in media production,
- apply rhetorics in media production,
- orally and visually present (pitch) an idea project in media production.

Content

The course is an introduction to media production with the focus of creativity and idea generation with the potential to lead to innovation and entrepreneurship. It also contains copywriting and other text production. In addition, the course covers rhetorics with the focus of rhetorical processes and oral production, including the presentation (pitch) of media production ideas. Theoretical as well as practical applications are introduced. The course also introduces current uses of AI as a production resource.

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).

In order to receive a Pass, the student must meet the course objectives. Grading criteria for a Pass with Distinction will be provided in writing when the course starts.

Examination forms include assignments and seminars. The course consists of the following examination elements:

- Teamwork and innovation culture, 1.5 credits (group assignment and seminar),
- Copywriting and text production, 2 credits (individual assignment),
- Rhetorical process and pitch, 2 credits (seminar),
- Examination, 2 credits (individual examination).

Resit examination is offered in accordance with Linnaeus University's Local regulations for courses and examination at the first and second cycle levels. In the event that a student with a disability is entitled to special study support, the examiner will decide on adapted or alternative examination arrangements.

Course Evaluation

Course evaluation should be conducted during or in shortly after the course. Its results and analysis should be promptly communicated to students who have taken the course. Students participating in the next course instance should be informed of the results of the previous course evaluation and any improvements that have been made, no later than at the start of the course.

Required Reading and Additional Study Material

Aranzabal, Asier., Epelde, Eva., & Artetxe, Maite. (2022). Team formation on the basis of Belbin's roles to enhance students' performance in project based learning. *Education for Chemical Engineers*, 38, 22–37.

Edwards, Jim. (latest edition). *Copywriting secrets*. Port Haywood, VA: Sanage Publishing House. 305 p.

Heinrichs, Jay. (latest edition). *Thank you for arguing: what Aristotle, Lincoln, and Homer Simpson can teach us about the art of persuasion*. New York: Crown. 480 p.

Rehn, Alf. (latest edition). *Innovation for the fatigued*. London: Kogan page. 224 p.

Other material available electronically, including academic articles, may be added, c. 100 p.