



Course syllabus

Faculty of Arts and Humanities
Department of Languages

1XL120 Kommunikativ kompetens, 30 högskolepoäng
Communicative competence, 30 credits

Subject Group

Media and Communication Studies

Level of classification

First Level

Progression

G2F

Date of Ratification

Approved 2009-08-18

Revised 2015-12-15 by Faculty of Arts and Humanities.

The course syllabus is valid from spring semester 2016

Prerequisites

At least 60 credits in the main field of study.

Objectives

Module 1

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

- account for project management as a concept and the terminology used to describe and understand different types of projects and their management,
- plan and critically evaluate a hypothetical project related to their future careers,
- critically evaluate and communicate about their own and others' projects,
- apply basic economic principles and concepts,
- set a budget, estimate costs and evaluate projects on the basis of economic perspectives.

Module 2

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

- account for historical conditions for intercultural communication,
- account for concrete difficulties and possibilities concerning communication between different cultural spheres on the basis of theories on cultural, ethnic and national identity.

Module 3

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

- express themselves with convincing rhetoric and critically analyse rhetorically

advanced texts.

Module 4

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

- account for the basic aspects of computer-mediated communication,
- critically analyse various types of online communication with regard to cultural, social and pragmatic aspects of communication in national and international contexts.

Content

All sessions marked as seminars or examination in the schedule are compulsory.

Module 1: Project management and introduction to economics 10 credits

Part 1 Project as a concept and the terminology and problems of projects, 2.5 credits

This part discusses different types of projects, the roles and structures included in a project, and dilemmas and paradoxes in project management. It also discusses project management and organisation, as well as follow-up and evaluation of projects.

Part 2 Practical project management, 2.5 credits

In this part the student applies their knowledge of project management in a project related to their main field of study or their future career.

Part 3 Introduction to economics, 5 credits

This part of the course discusses basic economic concepts such as budgeting, cost estimation and evaluation.

Module 2. Intercultural communication, 10 credits

In this module the students develop general knowledge of the conditions for cultural meetings in a globalised world, focusing on people's different possibilities to communicate with each other across cultural borders. The module focuses on cultural, linguistic and anthropological theories on cultural, ethnic and national identity. Questions concerning globalisation and postcolonial situations are discussed. The module also discusses how ethical and aesthetic values are expressed in cultural symbols and actions.

Module 3: Rhetoric, 5 credits

In this module the students develop knowledge of rhetoric as well as their own rhetorical skills. Different ways to present arguments and convey feelings are analysed. In practical exercises, the students practise their own abilities to express themselves convincingly, as well as their abilities to critically evaluate others' ways of communicating.

Module 4: Computer-mediated communication, 5 credits

This module discusses different types of electronic communication on the basis of cultural and social aspects as well as pragmatic, work-related situations. The module focuses on online communication in national and international contexts. The students explore and analyse forms of communication in various types of computer-mediated communication.

Type of Instruction

Teaching is delivered in the form of lectures, seminars and supervision. The teacher informs the students about compulsory parts of the teaching.

Examination

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

In order to receive the grade of Pass, the student must achieve the intended learning

outcomes. In order to receive the grade of Pass with Distinction, the student must have received the grade of Pass with Distinction for at least 22.5 of 30 credits.

In module 1, part 1 is examined through continuous written and oral assignments. Part 2 is examined through a written report on a practical application of project management. Part 3 is examined through a written examination.

Module 2 is examined through continuous oral assignments in compulsory seminars, as well as a take-home examination.

Modules 3 and 4 are examined through continuous written and oral assignments.

For students who do not pass the first examination, no more than four retake examinations are provided.

Course Evaluation

At the end of the course, a course evaluation is conducted and compiled into a report, which is made available to students and filed and stored according to departmental regulations.

Credit Overlap

This course cannot be part of a degree in combination with another course in which the content fully or partly correspond to the content of this course: Module 1 overlaps with the equivalent parts in 1XL110 (Cultural Heritage) and 1XL130 (Creative writing and literary criticism).

Required Reading and Additional Study Material

Module 1. Project management and introduction to economics

Antvik, Sten & Sjöholm, Håkan. 2012. *Projekt: ledning och metoder*. SIS Förlag AB, 214 p.

Blomberg, Jesper. 2003. *Projektorganisationen - kritiska analyser av Projektprat och praktik*, Liber, 320 p. Selection ca. 150 p.

Blomquist, Anders & Leonardz, Björn. 2008. *Årsredovisningen - en introduktion*. Liber, 192 p.

Drummond, Helga & Hodgson, Julia. "The Chimpanzees' tea party: A new metaphor for Project managers". *Journal of Information Technology*. 18 (3). pp. 151–158, (2003) 7 p.

Kullven, Håkan. 2009. *Budget och budgetering*, Libers, 134 p.

Material provided by the department, ca. 100 p.

Module 2. Intercultural communication

Hastrup, Kirsten. 2001. Kultur. *Den flexibla gemenskapen*. Lund: Studentlitteratur, 205 p.

Martin, Judith N. & Nakayama, Thomas K. 2003. *Intercultural communication in contexts*. Mountain View, Calif.: Mayfield Publ. 364 p.

Stier, Jonas. 2004. *Kulturmöten: en introduktion till interkulturella studier*. Lund: Studentlitteratur, 169 p.

Module 3. Rhetoric

Hellspång, Lennart. 2011. *Konsten att tala. Handbok i praktisk retorik*. (3rd ed.) Lund: Studentlitteratur, 355 p.

Johannesson, Kurt. 2006. *Retorik eller konsten att övertyga*. Stockholm: Norstedts förlag, 288 p.

Material provided by the department, ca. 200 p.

Module 4. Computer-mediated communication

Danet, Brenda & Susan C. Herring (eds.). 2007. *The Multilingual Internet: Language, Culture, and Communication Online*. Oxford University Press US, selection, 150 p.

Material provided by the department, ca. 200 p.

Additional study material

Crystal, David. 2006. *Language and the Internet* (2nd ed.) Cambridge University Press.