



## Programme syllabus

Faculty Board of Humanities and Social Sciences  
School of Language and Literature

Språk, kultur och kommunikation, 180 högskolepoäng  
Language, Culture and Communication Programme, 180 credits

### **Level**

First Level

### **Establishment of Programme**

Established by Organisational Committee 2009-03-26

### **Date of Ratification**

Approved by Organisational Committee 2009-09-15

The programme syllabus is valid from autumn semester 2010

### **Prerequisites**

General entry requirements together with specific entry requirements in:

English specialization: English B

(Field entry requirements 2 with exemption from the relevant language level 3)

French specialization: French level 3

(Field entry requirements 2 with exemption from English B)

History specialization: Social studies A and History A

(Field entry requirements 1)

Spanish specialization: Spanish level 3

(Field entry requirements 2 with exemption from English B)

German specialization: German level 3

(Field entry requirements 2 with exemption from English B)

### **Description of Programme**

The purpose of the programme is to prepare students for tasks for which communication skills, knowledge about cultural inheritance as well as written and oral rhetorical skills are of particular importance. Students will acquire knowledge within the main field of study as well as achieve communicative and analytical skills appropriate for different areas of society where directed communication, both verbal and written, as well as mediation and formation of both the material and immaterial cultural inheritance is in demand. After completion of the programme, students should be able to complete qualified work assignments that include investigative and research-related components within fields where, in a broad perspective, cultural issues are central, in both the private and public sectors. Students are expected to be able to complete different kinds of project management and consulting assignments. The programme also prepares students

for advanced studies within the respective main fields of study.

## Objectives

Central degree objectives in accordance with the Higher Education Ordinance

### *Knowledge and understanding*

For a Bachelors degree, the student should

- demonstrate knowledge and understanding within the main field of study including knowledge about the scientific basis of the field, knowledge about applied methods used within the field, specialization within a particular subject within the field and familiarization with current research issues.

### *Skills and abilities*

For a Bachelors degree, the student should

- demonstrate the ability to search, retrieve, evaluate and critically analyze relevant information relating to a problem as well as critically discuss facts, questions at issue and situations,
- demonstrate the ability to independently identify, formulate and solve problems as well as complete assignments within a given timeframe,
- demonstrate the ability to, orally and in writing, give a clear account of and be able to discuss information, problems and solutions in dialogue with different groups, and
- demonstrate the proficiency necessary to participate in work within fields included in the programme.

### *Judgement and approach*

For a Bachelors degree, the student should

- demonstrate the ability to make judgements regarding relevant scholastic, societal and ethical aspects within the main field of study,
- demonstrate insight regarding the roll of knowledge in society and humankind's responsibility as to how it is used,
- demonstrate the ability to identify the student's own requirements regarding further knowledge as well as take responsibility for his/her own knowledge development.

### *Programme-specific objectives*

After completion of the programme, the student should

- have developed considerable skills, both linguistically and regarding textual analysis and cultural analysis, in Swedish and/or a foreign language,
- have developed a deeper understanding for the significance of language for interpersonal communication in different contexts as well as an ability to express oneself orally and in writing with regards to the receiver and the situation, in Swedish and/or a foreign language,
- have an understanding of the relevance and role of the student's main field of study within the labour market and, in a broad sense, within society,
- be able to use knowledge in the main field of study in activities where skills in communication, mediation and formation are in demand,
- have the ability to integrate and use knowledge and skills in the labour market,
- be able to perform investigative, analytical and mediation assignments in both private and public organizations.

## Content

### **Organization**

The School of language and literature and the School of cultural sciences are hosts for the programme. The programme is divided into ten different specializations, with each specialization corresponding to a main field of study. Each Bachelors subject can act as a main field of study in a degree from the programme. Through individual combinations of main fields of study and profile courses, an elective course semester and practical work-place or subject for the project work, the student can influence specialization towards a particular area of the labour market.

The programme has a programme co-ordinator and a programme board. The co-ordinator insures that the board meets at least once a year. The programme board is comprised of student representatives, teachers and clients. The co-ordinator will arrange a meeting with the student representatives at least once each semester, where current issues will be discussed

### **Programme overview**

#### Semester 1

*Main field of study course, GIN level, 30 credits:*

English/  
Film studies/  
French/  
History/  
Comparative literature/  
Religious studies/  
Spanish/  
Swedish as a second language/  
Swedish/  
German

#### Semester 2

*Main field of study course, GIF level, 30 credits:*

English/  
Film studies/  
French/  
History/  
Comparative literature/  
Religious studies/  
Spanish/  
Swedish as a second language/  
Swedish/  
German

#### Semester 3

*Main field of study course, G2E level (including degree project 15 credits), 30 credits:*

English/  
Film studies/  
French/  
History/  
Comparative literature/  
Religious studies/  
Spanish/  
Swedish as a second language/  
Swedish/  
German

#### Semester 4

*Profiling, G2F level, 30 credits:*

Project management with a survey course in economy, 10 credits  
and  
Profile course with reference to the labour market, 20 credits:

- Communication skills
- or
- Cultural inheritance
- or
- Creative and analytical writing

## Semester 5

*Elective semester, G2F level, 30 credits:*

Subject studies at a Swedish university or abroad

## Semester 6

*Practical/project studies, G2F level, 30 credits*

Practical/project studies, abroad or in Sweden

The knowledge and skills a student gains through studies in their main field of study provide the basis for their profile and further studies that follow in the second and third years. Opportunities for applying knowledge and skills are primarily during semester 4 and 6.

During semesters 5 and 6, the student, through choice of courses and practical/project work, further develop their profile. The elective studies during semester 5 as well as the practical work during semester 6 may be completed abroad.

In order to bring together the students within the programme, joint activities such as seminars, study visits, labour market days and practical preparations are arranged throughout the programme.

## **Programme courses**

### YEAR 1

#### Semester 1

*Main field of study, 30 credits*

The first semester students will complete the G1N level within the main field of study. The subjects available as main fields of study are the following: English, Film studies, French, History, Comparative literature, Religious studies, Spanish, Swedish as a second language, Swedish and German. The content of the main field of study courses can be found in the course syllabi for the respective subject.

#### Semester 2

*Main subject studies, 30 credits*

The student continues studies within the main field of study at the G1F level.

The content of the main field of study courses can be found in the course syllabi for the respective subject.

### YEAR 2

#### Semester 3

*Main subject studies, 30 credits*

The student continues studies within the main field of study at the G2E level. During the third semester, the student should complete the independent degree project that is the basis for the Bachelors degree within the respective field. The content of the main field of study courses can be found in the course syllabi for the respective subject.

#### Semester 4

*Profiling, 30 credits*

*Course 1. Project management with a survey course in economy (10 credits)*

All students enrolled in the programme must take this course. The student should develop analytical and communicative skills that are related to project planning and reporting of project results. The course includes components such as project planning, models of project management, reporting and communication. A survey of business economics and management, with specialization in the cultural sphere, is also included.

*Course 2. Profile course relating to the labour market (20 credits)*

The student chooses one of the following profile courses. Each alternative can be selected independently of the student's main field of study.

### *A. Communication skills*

The course is comprised of three components:

- Rhetoric, 5 credits
- Intercultural communication, 10 credits
- Computer-aided communication, 5 credits

This profile course mainly provides basic knowledge in rhetorical theory and practice, its origins, development and modern usage, both orally and in writing. Great emphasis is placed on basic linguistic tools for persuasion as well as rhetorical methods of working that have relevance for professional life. Next, cultural differences between Sweden and other countries will be addressed, thus increasing the communicative skills necessary for avoiding cultural clashes. Differences that may arise regarding men's and women's attitudes in different communication situations in different cultures are also addressed. The final part of the course takes up electronic communication and language usage on the Internet in an international context. The goal is to demonstrate how ICT can be used in communication and co-operation with people from different cultures and how one can avoid cultural clashes on the Internet.

### *B. Cultural inheritance*

This profile course aims to introduce the student to the arenas found in today's society, from the National Heritage Board to the local folklore society, where different aspects of cultural inheritance are included. Different definitions of cultural inheritance will be discussed from their societal contexts and from ideas of hegemony, counterculture and subculture.

The course concentrates on methods of conducting inventories, conservation as well as portraying and informing about cultural inheritance, with focus on immaterial cultural inheritance such as social relations (class, gender and ethnicity) and mentalities (existential questions). The student will receive an introduction to research circles, audio-visual genres and inter-medial forms of expression. Examples of how cultural inheritance is portrayed and passed on are demonstrated and discussed.

### *C. Creative and analytical writing*

This profile course aims to provide the student opportunities for practicing the transmission of ideas, emotions, reflections and critical points of view in writing in an effective and convincing manner, as well as gain skills in writing within genres such as epic poetry, lyric poetry, essays and criticism. The course covers basic terminology within literary and film criticism in order for the student to be able to actively apply the terminology when reviewing texts produced by others as well as themselves. In addition, students will examine and discuss how the different genres of criticism (review, debate, commentary, essay) are constructed. Literary and film criticism from both aesthetics and press historical perspectives will be examined. Students will practice their critical and interpretative skills in order to be able to discuss basic contemporary aesthetical and ethical demands as well as evaluative criteria.

The Fiction and analytical workshop, where the student will complete short writing exercises within the genres of poetry, prose, drama, screenplay and criticism, is included as part of the course.

## YEAR 3

### Semester 5

#### *Elective subject courses, 30 credits*

During semester 5, the student has the opportunity to further their profile studies through choosing courses that broaden or specialize their chosen field.

During the semester, students will take elective courses comprising 30 credits. The courses may be taken at universities abroad, at Linnaeus University or at other

universities in Sweden. If studies are pursued abroad within Linnaeus University's exchange program, an application must be submitted according to existing regulations. If studies are pursued at other universities within Sweden, an application for approved leave from studies must be submitted to the programme co-ordinator.

Guaranteed admission is given for courses at the School of language and literature at Linnaeus University, assuming that the entry requirements are met. For other courses, application and admission take place according to existing regulations.

#### Semester 6

##### *Practical/project studies, 30 credits*

Semester 6 involves an introduction to the intended labour market in a broad sense. The students are given the opportunity to orient themselves within a certain area in accordance with their chosen profile. Practical/project is associated with and summarizes the student's choice of specialization and will be presented as a report that will be graded at the final seminar. In the report, the student will integrate the knowledge and skills that have been obtained during the entire programme. Those students who have a modern language as a main field of study will present the results of their practical work or project work in the language in question. A practical placement/project work should be sought after by the students themselves as a part of the education, with support from the preparatory seminars provided by the department.

#### **Practical studies / Community contacts**

Students will receive an introduction to the labour market during the programme's last semester, which includes mandatory practical/project work in close contact with an employer. Throughout the programme, opportunities will be provided for contact with the labour market in the form of labour market days, study visits, external lecturers and other activities.

#### **Studies abroad**

All students are encouraged to spend semester 5 abroad, in part to gain international experience and in part to strengthen their professional profiles. For those who wish, it is also possible to localize the project work/practical work (semester 6) abroad.

#### **Scope of the programme**

Sustainable development will be discussed from its relevance for each individual subject. Gender equality and diversity issues will be considered and continuously discussed during the courses throughout the programme. Each subject also takes into consideration an international perspective in teaching through the use of, among other things, course literature and invited lecturers.

#### **Quality Development**

Course evaluations are conducted after each course and programme evaluations after each cycle of the programme. The course and programme evaluations are filed and stored by the institutions. Student representatives participate in the compilation of the evaluations and in the discussions concerning them during the programme board meetings.

## Degree Certificate

Following completion of studies fulfilling the requirements as stated in the Higher Education Ordinance degree ordinance and the local degree ordinance for Linnaeus University, the student can apply for the award of the degree.

The student who has pursued studies in the International Administration Programme with foreign language, may obtain the following degree:

*Bachelor of Arts with specialization in Language, Culture and Communication  
(Main field of study: English, Film Studies, French, History, Comparative Literature, Religious Studies, Spanish, Swedish as a Second Language, Swedish Language or German)*

Filosofie kandidatexamen med inriktning mot språk, kultur och kommunikation  
(Huvudområde: Engelska, Filmvetenskap, Franska, Historia, Religionsvetenskap, Litteraturvetenskap, Spanska, Svenska som andra språk, Svenska språket eller Tyska)

The degree certificate is bilingual (Swedish/English). The degree certificate will be accompanied by a Diploma Supplement (English).

## Other Information

Students themselves are responsible for additional costs that may arise in connection with practical work, study visits and similar activities.