

## Course: Communication- and Media Theory 1

credits: 5

<b>Course code</b>	ICVP14CPA2	<b>Modes of delivery</b>	Lecture
<b>Name</b>	Communication- and Media Theory 1		Tutorial
<b>Study year</b>	2022-2023	<b>Assessments</b>	Communication and Media Theory 1 -
<b>ECTS credits</b>	5		Computer, organised by STAD examinations
<b>Language</b>	English		
<b>Coordinator</b>	M.R. Wegman		

### Learning outcomes

The following learning outcomes are developed at level 1:

#### 1. Context and strategy

The student monitors developments in the professional field as well as in the national and international media landscape, and are able to translate these insights into communication strategy.

#### 2. Target group and behaviour

The student accounts for communication interventions based on knowledge, theory and research insights.

### Content

This course module will look at the following subjects in more detail:

- Public Relations: developments in PR, issues, public affairs, lobbying, image, identity, reputation, CSR, monitoring the organisational environment, media relations
- Media theory: agenda setting, framing, narratives, intertextuality, infographics
- research methods: mind mapping, argumentation mapping, issue analysis, media analysis

### Included in programme(s)

International Communication

### School(s)

School of Communication, Media & IT

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