Course: Communication- and Media Theory 2 credits: 5

Course code	ICVP14CPA2
Name	Communication- and Media Theory 2
Study year	2025-2026
ECTS credits	5
Language	English
Coordinator	M.R. Wegman
Modes of delivery	Lecture Tutorial
Assessments	Communication and Media Theory 2 - Computer, organised by STAD examinations

Learning outcomes

The following learning outcomes are developed at level 1:

2. 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 a communication strategy.

5. 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, image, identity, reputation, CSR, monitoring the organisational environment, media relations
- Media theory: agenda setting, framing, narratives.
- research methods: issue analysis, media analysis, stakeholder analysis.

Included in programme(s)

International Communication

School(s)

School of Communication, Media & IT

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