

Vak: Communication- and Media Theory 1

credits: 5

Vakcode ICVP14CPA2
Naam Communication- and Media Theory 1
Studiejaar 2022-2023
ECTS credits 5
Taal Engels
Coördinator M.R. Wegman

Werkvormen Hoorcollege
Werkcollege
Toetsen Communication and Media Theory 1 -
Computer, organisatie ToetsCentrum

Leeruitkomsten

The following learning outcomes are developed at level 1:

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 communication strategy.

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

Inhoud

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

Opgenomen in opleiding(en)

International Communication

School(s)

Instituut voor Communicatie, Media & IT

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