

## Vak: Communication- and Media Theory 2

credits: 5

<b>Vakcode</b>	ICVP14OTP2	<b>Werkvormen</b>	Gastcollege
<b>Naam</b>	Communication- and Media Theory 2		Hoorcollege
<b>Studiejaar</b>	2022-2023		Werkcollege
<b>ECTS credits</b>	5	<b>Toetsen</b>	Communication- and Media Theory 2 -
<b>Taal</b>	Engels		Computer, organisatie ToetsCentrum
<b>Coördinator</b>	S. Veldstra		

### Leeruitkomsten

The following learning outcomes are developed at level 1:

- 1.2. Monitor 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. Account for communication interventions based on knowledge, theory and research insights.

### Inhoud

Do all communication professionals operate in the same way? What do they do exactly? Are the tasks and activities of a communication professional dependent on the type of organisation they work for? How and who decides on what tasks to set effective communication professionals?

This course module will provide the student with a theoretical platform in order to try and answer these questions. We will be exploring the different forms of communication (e.g. marketing communication, public affairs, lobbying, public relations, information, education), and discuss how the relationship between 'sender' and 'receiver' has evolved over the last sixty years. The student will also be taught basic terms and definitions from economics and organisational theory to enable him/her to say something useful as to why businesses behave the way they do and the role of the communication professional within that context.

In addition, the student will be learning how to conduct research of an organisation, which includes desk research, producing topic webs, and how to use interviews as a research tool.

### Opgenomen in opleiding(en)

International Communication

### School(s)

Instituut voor Communicatie, Media & IT

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