

## Vak: Project Issue Analysis and Media Advice

credits: 5

<b>Vakcode</b>	ICVP21CPA1	<b>Werkvormen</b>	Opdracht Projectonderwijs
<b>Naam</b>	Project Issue Analysis and Media Advice	<b>Toetsen</b>	Issue Analysis and Media Advice - Project - Overige toetsing
<b>Studiejaar</b>	2022-2023		Visual Communication 1 - Overige toetsing
<b>ECTS credits</b>	5		
<b>Taal</b>	Engels		
<b>Coördinator</b>	C. Schoonbeek		

### Leeruitkomsten

The following learning outcomes are developed at level 1:

1. Identify relevant developments for the organisation, monitor international and intercultural developments, and translate the implications into communication policy
3. Conduct applied research in a methodological way and use suitable research methods.
10. Advise on the organisation's communication as an internal and/or external adviser/consultant, taking into account the organisation's communication strategy

### Inhoud

The role and function of the communication adviser is changing drastically. The changing role of communication and media correlates with developments in society. Organisations are not single entities, but operate in a dynamic environment. Social issues are formed easily, partially due to the influence of online communication. Organizations should respond quickly and adequately to issues. If they fail to do so, issues can result in crises that will have serious consequences for the organization's reputation.

During the **Project** component, students analyze an issue in groups, and will be introduced to two core tasks: issues management and dealing with the media. Tasks include monitoring and analysing the media, researching issues, investigating the interests of various important stakeholders, understanding news angles and creating media advice for an organization.

This advice also contains a visualization. Therefore, during the **Visual Communication** component, the student learns about using Microsoft Word and Adobe Illustrator.

### Opgenomen in opleiding(en)

International Communication

### School(s)

Instituut voor Communicatie, Media & IT