



DEPARTMENT OF APPLIED INFORMATION TECHNOLOGY

TIA071 Digital Communication, 7.5 credits

Digital kommunikation, 7,5 högskolepoäng

Second Cycle

Confirmation

This course syllabus was confirmed by Department of Applied Information Technology on 2019-06-19 and was last revised on 2022-05-31 to be valid from 2022-08-29, autumn semester of 2022.

Field of education: Science 100%

Department: Department of Applied Information Technology

Position in the educational system

The course is an elective course in the programme specified below. It is an in-depth course in the second cycle.

The course can be part of the following programme: 1) Master in Communication (N2CMN)

Main field of studies

Communication

Specialization

A1F, Second cycle, has second-cycle course/s as entry requirements

Entry requirements

Finished courses TIA082 Interpersonal Communication, 7.5 credits, and TIA066 Communication Technology, 7.5 credits.

Learning outcomes

On successful completion of the course the student will be able to:

Knowledge and understanding

- analyse digital communication strategy from a critical perspective;

Competence and skills

- design a digital media strategy, and deliver component digital artefacts;
- apply multimodal communication resources in a discriminating and effective manner, as aligned to communicative purpose and as relevant to communicative context;

Judgement and approach

- critically evaluate the use of multimodal communication resources in conducting a real-life case study.

Course content

In this course, we study digital communication artefacts – texts produced and received as sequences of ‘1’-s and ‘0’-s. Such means of communication have become more and more frequent and central in our everyday lives as part of an increasingly globalized world reliant on more sophisticated and more diverse communication technology options. Within digital communication artefacts, we are particularly interested in those that are (i) the result of careful and/or laborious work (e.g. webpages, film, much social media content, etc.) and (ii) have some intended purpose in mind (e.g. entertaining, selling and other types of influencing, informing, etc.).

Our course is underpinned by a social semiotic multimodal approach to the study of communication. This means we seek to understand how the authors of digital artefacts combine (e.g. complement, contradict, emphasise, minimise, etc.) different forms of ‘page-based’ communication (e.g. still-image, moving-image, written-text, spoken-text, music, colour, layout, etc.). In this course, we navigate the difficult path of being both informed critics of others’ multimodal communicative efforts (e.g. in analysing a case study of selected multimodal digital artefacts) and producers of our multimodal artefacts (e.g. in designing our own digital media ecosystems). Students will be introduced to cutting-edge strategies for producing and analysing digital communication in a principled, methodical way.

Form of teaching

The course education is provided through lectures and hands-on workshops.

Language of instruction: English

Assessment

The course is examined through two modules:

Module 1. A small-group assignment (3.5 credits).

Module 2. An individual critical analysis of a case study (4 credits).

If a student, who has failed the same examined element on two occasions, wishes to change examiner before the next examination session, such a request is to be submitted to the department in writing and granted unless there are special reasons to the contrary (Chapter 6, Section 22 of Higher Education Ordinance).

If a student has received a recommendation from the University of Gothenburg for special educational support, where it is compatible with the learning outcomes of the course and provided that no unreasonable resources are required, the examiner may decide to allow the student to sit an adjusted exam or alternative form of assessment.

In the event that a course has ceased or undergone major changes, students are to be guaranteed at least three examination sessions (including the ordinary examination session) over a period of at least one year, but no more than two years, after the course has ceased/been changed. The same applies to placements and professional placements (VFU), although this is restricted to just one additional examination session.

Grades

The grading scale comprises: Pass with Distinction (VG), Pass (G) and Fail (U).

The grading scale for Module 1 (group assignment) is: Pass with Distinction (VG), Pass (G) or Fail (U).

The grading scale for Module 2 (individual assignment) is: Pass with Distinction (VG), Pass (G) or Fail (U).

To get a Pass for the whole course a student should get Pass (G) on both modules. To get a Pass with Distinction (VG) for the whole course, a student should get Pass with Distinction (VG) for Module 2 and at least Pass (G) for Module 1.

Course evaluation

After completion of the course the students are to be given the possibility of participating in a course evaluation anonymously. The processed results of the course evaluations are to be made accessible to students and also made available to new students at the beginning of the next course. Possible changes brought about as a result of course evaluations are to be described.

Additional information

This course may not be part of a degree combined with TIA063 Communication: Multimodal Communication, 7.5 credits.