GHENT UNIVERSITY

Course Specifications

Valid as from the academic year 2026-2027

Digital Communication (A703008)

Course size *(nominal values; actual values may depend on programme)*

Credits 3.0 **Study time 90 h**

Course offerings and teaching methods in academic year 2026-2027

A (semester 2)	Dutch	Gent	lecture independent work practical
B (semester 2)	Dutch	Gent	

Lecturers in academic year 2026-2027

Van Hee, Cynthia	LW22	staff member
Hoste, Veronique	LW22	lecturer-in-charge
De Clercq, Orphée	LW22	co-lecturer

Offered in the following programmes in 2026-2027	crdts	offering
Bachelor of Arts in Applied Language Studies: a combination of at least two languages(main subject Dutch, English, French)	3	A
Bachelor of Arts in Applied Language Studies: a combination of at least two languages(main subject Dutch, English, German)	3	A
Bachelor of Arts in Applied Language Studies: a combination of at least two languages(main subject Dutch, English, Italian)	3	A
Bachelor of Arts in Applied Language Studies: a combination of at least two languages(main subject Dutch, English, Language Technology)	5	B
Bachelor of Arts in Applied Language Studies: a combination of at least two languages(main subject Dutch, English, Russian)	3	A
Bachelor of Arts in Applied Language Studies: a combination of at least two languages(main subject Dutch, English, Spanish)	3	A
Bachelor of Arts in Applied Language Studies: a combination of at least two languages(main subject Dutch, English, Turkish)	3	A
Bachelor of Arts in Applied Language Studies: a combination of at least two languages(main subject Dutch, French, German)	3	A
Bachelor of Arts in Applied Language Studies: a combination of at least two languages(main subject Dutch, French, Italian)	3	A
Bachelor of Arts in Applied Language Studies: a combination of at least two languages(main subject Dutch, French, Language Technology)	5	B
Bachelor of Arts in Applied Language Studies: a combination of at least two languages(main subject Dutch, French, Russian)	3	A
Bachelor of Arts in Applied Language Studies: a combination of at least two languages(main subject Dutch, French, Spanish)	3	A
Bachelor of Arts in Applied Language Studies: a combination of at least two languages(main subject Dutch, French, Turkish)	3	A
Bachelor of Arts in Applied Language Studies: a combination of at least two languages(main subject Dutch, German, Italian)	3	A
Bachelor of Arts in Applied Language Studies: a combination of at least two languages(main subject Dutch, German, Language Technology)	5	B
Bachelor of Arts in Applied Language Studies: a combination of at least two languages(main subject Dutch, German, Russian)	3	A
Bachelor of Arts in Applied Language Studies: a combination of at least two languages(main subject Dutch, German, Spanish)	3	A
Bachelor of Arts in Applied Language Studies: a combination of at least two languages(main subject Dutch, German, Turkish)	3	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English)	3	A

Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English, French)	3	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English, German)	3	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English, Italian)	3	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English, Russian)	3	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English, Spanish)	3	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English, Turkish)	3	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, French)	3	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, French, German)	3	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, French, Italian)	3	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, French, Russian)	3	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, French, Spanish)	3	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, French, Turkish)	3	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, German)	3	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, German, Italian)	3	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, German, Russian)	3	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, German, Spanish)	3	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, German, Turkish)	3	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, Italian)	3	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, Russian)	3	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, Spanish)	3	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, Turkish)	3	A
Master of Science in Communication Science(main subject New Media and Society)	3	A
Linking Course Master of Arts in Multilingual Communication: a combination of at least two languages	3	A
Preparatory Course Master of Arts in Multilingual Communication: a combination of at least two languages	5	A, B
Preparatory Course Master of Arts in Translation: a combination of at least two languages	5	B

Teaching languages

Dutch

Keywords

Web communication, AI, machine learning, chatbots, profiling

Position of the course

The course “Digital Communication” provides an introduction in the field of digital technologies in a multilingual communication environment. The course aims to provide theoretical insight in digital communication technologies and lays the foundations for the practical development, through state-of-the-art AI applications, of digital communication tools. The practical component of this course is mostly organized through e-learning.

Contents

“Digital communication” consists of 4 parts: (1) web communication, (2) digital

content creation, (3) conversation management and (4) digital analytics. During the lectures, the students are introduced in the integration and use of different natural language processing applications in different organisations, such as

- Information retrieval and web analytics
- Social media listening and monitoring
- Digital analytics
- Conversation AI
- Prompt engineering

During the self-reliant study activities and practical PC room classes:
(1) students develop a simple website (e.g. through WYSIWYG and knowledge of HTML/CSS) integrating new media (audio-visual material, downloadable flyers, etc.);
(2) students create digital content using dedicated tools;
(3) students get hands-on experience with chartbots;
(4) students use digital analytics techniques to optimise their digital strategy.

Initial competences

Trajectory with two foreign languages: The skills to be expected after successful accomplishment of the first and second Bachelor Applied Language Studies.
Trajectory with language technology: The skills to be expected after successful accomplishment of the first semester of the first Bachelor Applied Language Studies.

Final competences

1 Having basic knowledge and understanding in the field of translation/language technology [B1.7 assessed]
2 Having knowledge of electronic aids, using them adequately and efficiently, and critically evaluating them [B6.5 assessed]
3 Assessing the usefulness of computer applications in the areas of language, translation and communication and using them adequately. [B.6.6 assessed]

Conditions for credit contract

Access to this course unit via a credit contract is determined after successful competences assessment

Conditions for exam contract

This course unit cannot be taken via an exam contract

Teaching methods

Lecture, Practical, Independent work

Extra information on the teaching methods

Theoretical part: lectures. The lectures are recorded and available upon request.
Practical part: self-reliant study activities through online tutorials and exercises, practical PC room classes. The practical PC room classes are not recorded.
This course unit assumes responsible use of generative artificial intelligence (GAI). What this means will be explained in class.

Study material

Type: Handbook

Name: Taaltechnologie ontrafeld
Indicative price: € 27
Optional: yes
Language : Dutch
Author : Cynthia Van Hee, Véronique Hoste (eds.)
ISBN : 978-9-46310-622-1
Available in the Library : Yes
Usability and Lifetime within the Course Unit : regularly
Usability and Lifetime within the Study Programme : regularly
Usability and Lifetime after the Study Programme : regularly
Additional information: The book will have already been purchased by students Applied Linguistics for the study unit "Inleiding tot de digitale tekstanalyse".

Type: Slides

Name: Digital communication
Indicative price: Free or paid by faculty
Optional: no

Language : Dutch
Available on Ufora : Yes

References

Course content-related study coaching

Discussion forum through the UFORA learning platform.
Individual coaching after class, or by appointment via email.

Assessment moments

end-of-term assessment

Examination methods in case of periodic assessment during the first examination period

Oral assessment, Assignment

Examination methods in case of periodic assessment during the second examination period

Oral assessment, Assignment

Examination methods in case of permanent assessment

Possibilities of retake in case of permanent assessment

not applicable

Extra information on the examination methods

Trajectory with two foreign languages. During the entire course, the student is expected to work on their portfolio, i.e. a website with integration of new media. The oral exam consists of two parts. On the one hand, the student will be interrogated with regard to a number of theoretical concepts discussed during the lectures. On the other hand, the student will briefly pitch his/her portfolio.
Trajectory with language technology: Same as the trajectory with two foreign languages. Additionally, students in the language technology track will be expected to carry out some more indepth tasks throughout the semester (accounting for the two additional credits).

Calculation of the examination mark

Theoretical part: 40%
Portfolio: 60%
First session: In order to pass, a student has to earn an average total score of 10/20 or more, with a minimum grade of 40% for both the practical part and theoretical exam. If this minimum grade is not achieved for both parts of the course, the overall mark obtained will not exceed 9/20.
Second session:
A student who fails the examination in the first session, has to retake both parts. In order to pass, a student has to earn an average total score of 10/20 or more, with a minimum grade of 40% for both the practical part and theoretical exam. If this minimum grade is not achieved for both parts of the course, the overall mark obtained will not exceed 9/20.

Facilities for Working Students

Exemption form attendance can be granted (please apply)
Possibility of feedback by e-mail