Digital Communication (A703008)

Due to Covid 19, the education and assessment methods may vary from the information displayed in the schedules and course details. Any changes will be communicated on Ufora.

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

Credits 3.0   **Study time 90 h**   **Contact hrs**   35.0h

Course offerings and teaching methods in academic year 2021-2022

A (semester 2)	Dutch	Gent	guided self-study	20.0h
			lecture	10.0h
			practicum	5.0h

Lecturers in academic year 2021-2022

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

Offered in the following programmes in 2021-2022	**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, 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, Russian)	3	A
Bachelor of Arts in Applied Language Studies: a combination of at least two languages(main subject Dutch, French, Spanish)	3	A
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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, 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 Science in Communication Science(main subject New Media and Society)	3	A
Linking Course Master of Arts in Interpreting: a combination of at least two languages, Master of Arts in Translation: a combination of at least two languages and Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English, French)	3	A
Linking Course Master of Arts in Interpreting: a combination of at least two languages, Master of Arts in Translation: a combination of at least two languages and Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English, German)	3	A

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Preparatory Course Master of Arts in Interpreting: a combination of at least two languages, Master of Arts in Translation: a combination of at least two languages and Master of Arts in Multilingual Communication: a combination of at least two languages	3	A

Teaching languages

Dutch

Keywords

Web communication, technical writing

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 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 documentation, (3) social media 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
• Monitoring of sociale media
• Digital analytics and conversation management
• Information retrieval
• Web analytics and search engine optimization
• Structured authoring
During the self-reliant study activities and practical PC room classes
(1) students develop a simple website (e.g. through Weebly) integrating new media (audio-visual material, downloadable flyers, etc.);
(2) students create technical documentation using dedicated tools;
(3) they integrate social media on their website;
(4) they use digital analytics techniques to optimise their digital strategy.

Initial competences

The skills to be expected after successful accomplishment of the first and second 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

Practicum, Guided self-study, Lecture

Extra information on the teaching methods

Theoretical part: lectures
Practical part: self-reliant study activities through online tutorials and exercises,
practical PC room classes.
Subject to change if necessary because of COVID19.

Learning materials and price

Slides & exercises on the learning platform
Estimated price: 0 €

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

Portfolio, Oral examination

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

Portfolio, Oral examination

Examination methods in case of permanent assessment

Possibilities of retake in case of permanent assessment

not applicable

Extra information on the examination methods

In PC room. During the entire course, the student is expected to work on his/her
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.

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