

## 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 2023-2024**

A (semester 2)	Dutch	Gent	lecture
			independent work
			practical

**Lecturers in academic year 2023-2024**

Labat, Sofie	LW22	staff member
Hoste, Veronique	LW22	lecturer-in-charge
De Clercq, Orphée	LW22	co-lecturer

**Offered in the following programmes in 2023-2024**

	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
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, 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, 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, Spanish)		A
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(main subject Dutch, English, Turkish)	3	A
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(main subject Dutch, French, German)	3	A
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(main subject Dutch, French, Italian)	3	A
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(main subject Dutch, French, Russian)	3	A
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(main subject Dutch, French, Spanish)	3	A
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(main subject Dutch, French, Turkish)	3	A
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(main subject Dutch, German, Italian)	3	A
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(main subject Dutch, German, Russian)	3	A
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(main subject Dutch, German, Spanish)	3	A
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(main subject Dutch, German, Turkish)	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**

Lecture, Practical, Independent work

### **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**

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**

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 from attendance can be granted (please apply)

Possibility of feedback by e-mail