

Communication Science (K000027)

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

Credits 6.0

Study time 180 h

Course offerings and teaching methods in academic year 2024-2025

A (semester 1)	Dutch	Gent	independent work lecture
B (semester 1)	Dutch	Gent	independent work lecture

Lecturers in academic year 2024-2025

De Vooght, Edward		lecturer-in-charge
Pearce, Hayley	PS01	co-lecturer

Offered in the following programmes in 2024-2025

	crdts	offering
Bachelor of Science in Psychology(main subject Theoretical and Experimental Psychology)	6	A
Bachelor of Science in Business Economics	6	A
Bachelor of Science in Communication Science	6	A
Bachelor of Science in Political Science	6	A
Bachelor of Science in Sociology	6	A
Linking Course Master of Science in Communication Science(main subject Communication Management)	6	A
Linking Course Master of Science in Communication Science(main subject Film and Television Studies)	6	A
Linking Course Master of Science in Communication Science(main subject Journalism)	6	A
Linking Course Master of Science in Communication Science(main subject New Media and Society)	6	A
Linking Course Master of Science in Health Promotion	4	B
Preparatory Course Master of Science in Communication Science(main subject Communication Management)	6	A
Preparatory Course Master of Science in Communication Science(main subject Film and Television Studies)	6	A
Preparatory Course Master of Science in Communication Science(main subject Journalism)	6	A
Preparatory Course Master of Science in Communication Science(main subject New Media and Society)	6	A
Elective Set Sociology and Communication Sciences	6	A

Teaching languages

Dutch

Keywords

Communication and media theory, history of media

Position of the course

Communication and media are essential parts of our daily life. However, we are not always aware of this nor do we know what communication actually involves or how it works. The central goal of this educational component is to provide students with a basic knowledge of and clear insight into the field of communication sciences, while the emphasis mainly lies on media research. As a result of the ever-increasing mediatization of society, it is important that not only students of Communication Sciences, but also students of Politicology and Sociology are made familiar with these research problems and societal developments. In addition, a large number of media theories have clear connections with general social theories.

Contents

This course aims to approach the complex issue of communication and particularly media from an academic perspective. The course is structured along two dominant sections: theory and research fields.

The first part on theory tackles the historical evolution; concepts and models; social theories and media theories; while the second part explores different research fields such as those related to the communicator; the content of media; audiences; and media policy and economy. In our approach to the broad field, we identify a number of fundamental assumptions, such as a qualified acknowledgement of the notion of mediacentralism; a perception of media and power relations as ambivalent; a recognition of media as a cultural and an economic product; a view on communication as more than just a process of disseminating information; and the idea that communicating involves a lot more than only communication.

Students following this course for 4 ECTS do not need to follow and study several chapters.

This will be communicated via Ufora at the start of the course.

Initial competences

Secondary education

Final competences

- 1 Knowledge of the key concepts, theoretical frameworks and models of communication sciences and position these in the relationship between media and society.
- 2 Knowledge of the key concepts, theoretical frameworks and models of communication sciences and position these with regard to related social sciences, particularly sociology, psychology and political sciences. (not for 'Gezondheidsbevordering' students)
- 3 Knowledge of the key developments in the scholarly field, in the professional field and in policy fields.
- 4 An understanding of the process, phases and aspects of communication processes and media production.
- 5 Independent analysis and assessment of scholarly literature from the field of communication sciences.
- 6 Drawing on the above, the analysis of concrete and abstract communication scientific problems and questions.
- 7 Being able to make an scholarly sound and informed judgement and evaluation of the concrete and abstract communication scientific problems and questions.
- 8 A critical reflection of the personal learning and planning capabilities.
- 9 A general research attitude and desire to engage in lifelong learning by following current events in relation to developments in the field of communication sciences and the relationship between media and society.
- 10 Further, we identify a number of social competences such as proactively following up on relevant developments within society (economy, culture, politics, technology, ...) in relation to communication sciences of which the key issues will be collected on a X account (@StijnJoye) and discussed in the classes.
- 11 This challenges the student to critically reflect on the role and responsibility of communication scholars within society.
- 12 Gain insights in processes of globalization, diversity, pluralism and tolerance in a context of communication sciences.
- 13 A corresponding competence for the degree program for Bachelor of Arts in Political Sciences is: to have basic knowledge of and show insight into communication sciences as a related and supporting field of theory and research to political sciences. (not for 'Gezondheidsbevordering' students)
- 14 A corresponding competence for the degree program for Bachelor of Arts in Political Sciences is: to understand and give evidence of an ability to reflect on the process, design and methodologies of academic research. (not for 'Gezondheidsbevordering' students)
- 15 A corresponding competence for the degree program for Bachelor of Arts in Sociology is: to be able to take a scientifically informed stance on contemporary societal practices and problems in relation to communication and media. (not for 'Gezondheidsbevordering' students)
- 16 A corresponding competence for the degree program for Bachelor of Arts in Sociology is: to have basic knowledge of communication sciences as a related and supporting field of theory and research to sociology. (not for 'Gezondheidsbevordering' students)
- 17 A corresponding competence for the degree program for Bachelor of Arts in Sociology is: to show insight into communication sciences as a related and supporting field of theory and research to sociology. (not for 'Gezondheidsbevordering' students)

Conditions for credit contract

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

Conditions for exam contract

Access to this course unit via an exam contract is unrestricted

Teaching methods

Lecture, Independent work

Extra information on the teaching methods

This course applies different teaching methods:

- Formal lectures that cover the aforementioned theoretical issues and that also apply recent cases to illustrate the theory.
- Independent work: students can retrieve supporting teaching materials on Ufora (table of contents, study tips, clips, ...). Students also process and assess individually and independently scholarly literature that deals with the content of the course. Next to that and drawing on the principle of a monitored online forum, students help each other in understanding and processing the content of the course by posting questions and reactions, which also invites them to critically assess their own learning and planning skills.

This course is also linked to an X account (@StijnJoye) where important current developments are monitored. The most important current events are also discussed in the lessons.

Study material

Type: Handbook

Name: Communication sciences in perspective: an introduction (second edition)

Indicative price: € 40

Optional: no

Language : Dutch

Author : Stijn Joye & Jan Loisen

ISBN : 978-9-46393-390-2

Number of Pages : 557

Oldest Usable Edition : 2023

Online Available : No

Available in the Library : Yes

Available through Student Association : Yes

Usability and Lifetime within the Course Unit : intensive

Usability and Lifetime within the Study Programme : regularly

Usability and Lifetime after the Study Programme : regularly

References

Curran, J. & Morley, D. (2006) *Media and Cultural Theory*. London: Routledge.

McQuail, D. & Deuze, M. (2020) *McQuail's Mass Communication Theory, 7th Ed*. London: Sage.

Course content-related study coaching

Interactive support through Ufora (forum, FAQ, tips, ...)

By appointment (via mail Stijn.Joye@UGent.be)

Faculty Tutoring Service: Ester De Boeck (Ester.DeBoeck@UGent.be) (not for 'Gezondheidsbevordering' students)

Assessment moments

end-of-term assessment

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

Written assessment with multiple-choice questions, Written assessment with open-ended questions

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

Written assessment with multiple-choice questions, Written assessment with open-ended questions

Examination methods in case of permanent assessment

Written assessment with multiple-choice questions

Possibilities of retake in case of permanent assessment

examination during the second examination period is not possible

Extra information on the examination methods

FOR BA1 POLITICAL AND SOCIAL SCIENCES

- Non-periodic evaluation: Written exam with multiple choice questions (the dates are

announced at the start of the semester) addressing about a quarter of the course material (at the start of the academic year it will be clearly indicated which part of the course material the exam will be about). The multiple choice questions assess knowledge and insight. Please note: the course material that is to be studied for this exam is also part of the study material for the final exam. The result of the non-periodic evaluation is not transferable to the second exam period.

- Periodic evaluation: The written exam has a mix of open questions and multiple choice which both inquire about the knowledge and understanding of the theory and its application. The exam allows students to prove their knowledge and understanding of the course by drawing on the provided learning materials (including the independent project). Students need to be capable of relating the media and its practices to the social context and to current cases and developments.

FOR ALL OTHER STUDENTS

The written exam has a mix of open questions and multiple choice which both inquire about the knowledge and understanding of the theory and its application. The exam allows students to prove their knowledge and understanding of the course by drawing on the provided learning materials (including the independent project). Students need to be capable of relating the media and its practices to the social context and to current cases and developments.

Calculation of the examination mark

Calculation of the final score in the first examination period:

FOR BA1 POLITICAL AND SOCIAL SCIENCES:

- Non-periodic evaluation: 20% or 4 points
- Periodic evaluation: 80% or 16 points

FOR ALL OTHER STUDENTS:

Periodical (100%)

Calculation of the final score in the second examination period: for all courses, periodic (100%)

Facilities for Working Students

Working students have the option to request an alternative date for the feedback. They need to apply for this before the start of the feedback period.