

Opasraportti

FHum - Master's Degree Programme in Science Communication (2019 - 2020)

Tutkintorakenteet

Master's Degree/Science Communication M.Sc. Program

Tutkintorakenteen tila: archived

Lukuvuosi: 2019-20

Lukuvuoden alkamispäivämäärä: 01.08.2019

Master's Degree/Science Communication M. Sc. Program

Science Communication 120 op (vähintään 120 op)

A115103: Science communication, advanced studies, 120 op

Compulsory

- 695100P: Introduction to Communication Studies, 5 op
- 694597S: Introduction to Science Communication, 5 op
- 694531S: Changing Media Culture, 5 op
- 694532S: Media Law and Ethics in the Media, 5 op
- 694533S: Communication Research, 5 op

Compulsory 20 ECTS cr

- 694645S: Publicity and Ethics of Science, 5 op
- 694643S: History and Politics of Science, 5 op
- 694644S: Sociology and Philosophy of Science, 5 op
- 694646S: Information Skills and Scientific Communication, 5 op

Compulsory 40 ECTS cr

- 694648S: Journalism Workshop, 10 op
- 694649S: Television Workshop, 5 op
- 694650S: Radio Workshop, 5 op
- 694647S: Web Publishing, 5 op
- 694544S: Communication and PR Workshop, 5 op
- 694653S: Publication Design, 5 op
- 694652S: Science Education and Science Visualisation, 5 op

Compulsory 35 ECTS cr

- 694527S: Maturity Test (Master's Degree Programme in Science Communication), 0 op

Elective studies

- 694651S: Practices in Communications, 5 - 10 op
- 694529S: Work Practice, 5 op
- 694528S: Business Plan of a Communications Entrepreneur, 5 op

Tutkintorakenteisiin kuulumattomat opintokokonaisuudet ja -jaksot

695105P: PR-Communication, 5 op

694549S: Pro Gradu Thesis and Seminar, 35 op

Opintojaksojen kuvaukset

Tutkintorakenteisiin kuuluvien opintokohteiden kuvaukset

A115103: Science communication, advanced studies, 120 op

Opiskelumuoto: Advanced Studies

Laji: Study module

Vastuuyksikkö: Faculty of Humanities

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: Finnish

Assessment methods and criteria:

Read more about [assessment criteria](#) at the University of Oulu webpage.

Compulsory

695100P: Introduction to Communication Studies, 5 op

Voimassaolo: 01.08.2005 -

Opiskelumuoto: Basic Studies

Laji: Course

Vastuuyksikkö: Faculty of Humanities

Arvostelu: 1 - 5, pass, fail

Opettajat: Erkki Karvonen

Opintokohteen kielet: Finnish

Leikkaavuudet:

ay695100P Introduction to Communication Studies (OPEN UNI) 5.0 op

ECTS Credits:

5 ECTS credits / 135 hours of work

Language of instruction:

Finnish

Timing:

1st year, period I

Learning outcomes:

Upon completion of the course, students will be able to explain communication from several points of view. Students will be able to interpret communication from the viewpoints of information transmission, community creation, and meaning construction. Students will be able to explain the ways in which people are influenced by communication and in which various messages are received. Students will be able to

outline the historical development of the media as well as various approaches and schools of communication research. Students will be able to recognise, analyse, and evaluate various communication methods used e.g. in advertisements and journalistic representations. They will be able to apply communication research to new communicational situations and plan their own communication activities on the basis of the learnt principles.

Contents:

Basic concepts and theories of Communication Studies

Mode of delivery:

Contact teaching, independent study

Learning activities and teaching methods:

Lectures 18h / independent study 117h

Target group:

Students of TIEMA, students minoring in Communication Studies, and students of Information Studies

Prerequisites and co-requisites:

None

Recommended or required reading:

Kunelius, Risto: *Viestinnän vallassa*. Helsinki: Sanoma Pro Oy, 2003 tai uudempi

JA

Karvonen, Erkki: *Johdatus viestintätieteisiin* (oppimateriaali saatavana Moodlessa).

Assessment methods and criteria:

Lecture and book exam

Grading:

The course uses a numerical grading scale 1–5. In the numerical scale, 0 (zero) means fail.

Person responsible:

Professor Erkki Karvonen

Working life cooperation:

None

694597S: Introduction to Science Communication, 5 op

Voimassaolo: 01.08.2007 -

Opiskelumuoto: Advanced Studies

Laji: Course

Vastuuyksikkö: Faculty of Humanities

Arvostelu: 1 - 5, pass, fail

Opettajat: Erkki Karvonen

Opintokohteen kielet: Finnish

Leikkaavuudet:

ay694597S Introduction to Science Communication (OPEN UNI) 5.0 op

ECTS Credits:

5 ECTS credits / 135 hours of work

Language of instruction:

Finnish

Timing:

1st year, period II

Learning outcomes:

Upon completion of the course, students will be able to explain the key issues in the public communication of science. They will be able to explain how internal and external communication of science works, how science is popularised, how science is disseminated, and how science is represented in the media. Students will be able to recognise the different cultures of science and journalism. They will be familiar with the principles of writing a press release aimed at the media and the public.

Contents:

Basics of science communication

Mode of delivery:

Contact teaching, independent study

Learning activities and teaching methods:

Lectures 18 h / independent study 117 h

Target group:

Students of TIEMA, students minoring in Communication Studies and students of information studies

Recommended or required reading:

Julkaise tai tuhoudu! : johdatus tieteelliseen viestintään / Erkki Karvonen, Terttu Kortelainen & Jarmo Saarti. Julkaistu: Tampere : Vastapaino, 2014

Tieteen yleistajuistaminen. Edited by Strellman, Urpu and Vaattovaara, Johanna. Helsinki: Gaudeamus, 2013.

Assessment methods and criteria:

Lecture and book exam

Grading:

The course uses a numerical grading scale 1–5. In the numerical scale, 0 (zero) means fail.

Person responsible:

Professor Erkki Karvonen

Working life cooperation:

None

694531S: Changing Media Culture, 5 op

Voimassaolo: 01.08.2007 -

Opiskelumuoto: Advanced Studies

Laji: Course

Vastuuyksikkö: Faculty of Humanities

Arvostelu: 1 - 5, pass, fail

Opettajat: Erkki Karvonen

Opintokohteen kielet: Finnish

Leikkaavuudet:

ay694531S Changing Media Culture (OPEN UNI) 5.0 op

ECTS Credits:

5 ECTS credits / 135 hours of work

Language of instruction:

Finnish

Timing:

2nd year, period I

Learning outcomes:

Upon completion of the course, students will be able to explain the media and media culture as social, economic and technological phenomena. They will be able to explain the historical changes and current trends in media and journalism. Students will be able to interpret communication cases in terms of entertainment theory, the theory of public sphere, freedom of speech, social responsibility in communication, and the power of the media.

Contents:

Developments of media culture

Mode of delivery:

Contact teaching, independent study

Learning activities and teaching methods:

Lectures 18 h / independent study 117 h

Target group:

Students of TIEMA, students minoring in Communication Studies, and students of Information Studies

Recommended or required reading:

Väliverronen, Esa (ed.): *Journalismi murroksessa*. 2009

OR:

Gripsrud, Jostain: *Understanding Media Culture*. 2001 (Or in Swedish *Mediakultur – mediasamhälle*, 1999)

OR:

Gorman, Lyn and McLean, David: *Media and Society in the Twentieth Century*. 2003

Assessment methods and criteria:

Lecture and book exam

Grading:

The course uses a numerical grading scale 1–5. In the numerical scale, 0 (zero) means fail.

Person responsible:

Professor Erkki Karvonen

Working life cooperation:

None

694532S: Media Law and Ethics in the Media, 5 op

Voimassaolo: 01.08.2007 -

Opiskelumuoto: Advanced Studies

Laji: Course

Vastuuyksikkö: Faculty of Humanities

Arvostelu: 1 - 5, pass, fail

Opettajat: Erkki Karvonen

Opintokohteen kielet: Finnish

Leikkaavuudet:

ay694532S Media Law and Ethics in the Media (OPEN UNI) 5.0 op

ECTS Credits:

5 ECTS credits / 135 hours of work

Language of instruction:

Finnish

Timing:

2nd year, period II

Learning outcomes:

Upon completion of the course, students will be able to evaluate journalistic activities on the basis of the ethical guidelines for journalists and the most important aspects of communications legislation. They will be able to distinguish between legal, moral, and ethical issues in journalism. Students will be able to explain copyright legislation, in particular, with a view to the publication of textual and visual material. They will also be able to apply this knowledge to publishing decisions related to journalistic work.

Contents:

Media self-regulation (Council for Mass Media, Guidelines for Journalists, YLE's Broadcasting Guidelines) and the laws and regulations governing the media. Special attention will be paid to copyrights.

Mode of delivery:

Contact teaching, independent study

Learning activities and teaching methods:

Lectures 30h / Independent study 105h

Target group:

Students of TIEMA, students minoring in Communication Studies, and students of Information Studies

Recommended or required reading:

Material assigned during lectures

Assessment methods and criteria:

Group project and lecture and book exam

Grading:

The course uses a numerical grading scale 1–5. In the numerical scale, 0 (zero) means fail.

Person responsible:

Professor Erkki Karvonen

Working life cooperation:

No

694533S: Communication Research, 5 op

Voimassaolo: 01.08.2007 -

Opiskelumuoto: Advanced Studies

Laji: Course

Vastuuyksikkö: Faculty of Humanities

Arvostelu: 1 - 5, pass, fail

Opettajat: Erkki Karvonen

Opintokohteen kielet: Finnish

Leikkaavuudet:

ay694533S Communication Research (OPEN UNI) 5.0 op

ECTS Credits:

5 ECTS credits / 135 hours of work

Language of instruction:

Finnish

Timing:

1st or 2nd year

Learning outcomes:

Upon completion of the course, students will be able to explain the historical development of communication research, as well as analyse and compare various schools and approaches within it.

Contents:

Various schools within the communication research and their historical developments.

Mode of delivery:

Independent study

Learning activities and teaching methods:

Independent study 135 h

Target group:

Students of TIEMA, students minoring in Communication Studies, and students of Information Studies

Recommended or required reading:

Pietilä, Veikko: *Joukkoviestintätutkimuksen valtateillä. Tutkimusalan kehitystä jäljittämässä*. Tampere: Vastapaino, 1997 (or newer)

AND

Mörä, Tuomo, Salovaara-Moring, Inka & Valtonen, Sanna (ed.). *Mediatutkimuksen vaeltava teoria*. Helsinki: Gaudeamus, 2004.

Assessment methods and criteria:

Book exam

Grading:

The course uses a numerical grading scale 1–5. In the numerical scale, 0 (zero) means fail.

Person responsible:

Professor Erkki Karvonen

Working life cooperation:

None

Compulsory 20 ECTS cr

694645S: Publicity and Ethics of Science, 5 op

Voimassaolo: 01.08.2015 -

Opiskelumuoto: Advanced Studies

Laji: Course

Vastuuyksikkö: Faculty of Humanities

Arvostelu: 1 - 5, pass, fail

Opettajat: Jari Sahlgren

Opintokohteen kielet: Finnish

ECTS Credits:

5 ECTS credits / 135 hours of work

Language of instruction:

Finnish

Timing:

2nd year

Learning outcomes:

Upon completion of the course, students will be able to evaluate various ethical approaches and problems related to scientists and science, as well as its public communication.

Contents:

The requirements, practices, and problems related to the public communication of science with a view to its popularisation and the scientific community.

Mode of delivery:

Contact teaching, independent study

Learning activities and teaching methods:

Lectures and exercises 30h / independent study 105h

Target group:

Students of TIEMA

Recommended or required reading:

Material assigned during lectures

Assessment methods and criteria:

Active participation

Grading:

Pass/Fail

Person responsible:

University Lecturer Maija Kallinen

Working life cooperation:

No

694643S: History and Politics of Science, 5 op

Voimassaolo: 01.08.2015 -

Opiskelumuoto: Advanced Studies

Laji: Course

Vastuuyksikkö: Faculty of Humanities

Arvostelu: 1 - 5, pass, fail

Opettajat: Kallinen, Maija Sinikka

Opintokohteen kielet: Finnish

ECTS Credits:

5 ECTS credits / 135 hours of work

Language of instruction:

Finnish

Timing:

1st year

Learning outcomes:

Upon completion of the course, students will be able to describe the key developments in scientific thinking from the antiquity to the present day. Students will also be able to recognise the greatest revolutions in scientific thinking and their importance to world views. Students will be able to define in general the terms of how Finnish science and university policies have developed over time and how the most important scientific institutions and the university system have developed, both structurally and administratively. Students will be able to interpret various programmes of science and university policies and evaluate related social background factors. Students will also be able to pinpoint the social prerequisites of various sciences.

Contents:

The history of science from the antiquity to the present day, and the main schools of Finnish university policies

Mode of delivery:

Contact teaching, independent study

Learning activities and teaching methods:

Lectures 30h / independent study 105h

Target group:

Students of TIEMA

Recommended or required reading:

Lectures and material assigned during the lectures

Assessment methods and criteria:

Lecture and book exam

Grading:

The course uses a numerical grading scale 1–5. In the numerical scale, 0 (zero) means fail.

Person responsible:

University Lecturer Maija Kallinen

Working life cooperation:

None

694644S: Sociology and Philosophy of Science, 5 op

Voimassaolo: 01.08.2015 -

Opiskelumuoto: Advanced Studies

Laji: Course

Vastuuyksikkö: Faculty of Humanities

Arvostelu: 1 - 5, pass, fail

Opettajat: Jari Sahlgren

Opintokohteen kielet: Finnish

ECTS Credits:

5 ECTS credits / 135 hours of work

Language of instruction:

Finnish

Timing:

2nd year

Learning outcomes:

Students will have a general knowledge of philosophic theories of science and analysis of scientific argumentation, as well as different points of view of the study of science and the sociology of science. Students will be able to recognise the central theories of the philosophy of science, and they will be able to analyse scientific discourse. Students will be able to recognise and analyse the sociological factors of the interaction between science and society. Students will also be able to describe the key elements of the most important approaches in the sociology of science.

Contents:

The key concepts and theories of the philosophy of science and the sociology of science

Mode of delivery:

Contact teaching, independent study

Learning activities and teaching methods:

Lectures 30h / independent study 105h

Target group:

Students of TIEMA and students of Information Studies

Assessment methods and criteria:

Lecture and book exam

Grading:

The course uses a numerical grading scale 1–5. In the numerical scale, 0 (zero) means fail.

Person responsible:

University Lecturer Maija Kallinen

Working life cooperation:

None

694646S: Information Skills and Scientific Communication, 5 op

Voimassaolo: 01.08.2015 -

Opiskelumuoto: Advanced Studies

Laji: Course

Vastuuyksikkö: Faculty of Humanities

Arvostelu: 1 - 5, pass, fail

Opettajat: Erkki Karvonen

Opintokohteen kielet: Finnish

ECTS Credits:

5 ECTS credits / 135 hours of work

Language of instruction:

Finnish

Timing:

1st year, periods I–II

Learning outcomes:

Upon completion of the course, the students:

- know the concepts of scientific publishing, open access and licenses and terms of the e-resources,

- can search scientific and other information,
- can use databases and other information sources
- know how to evaluate search results and information sources,
- can use the reference management tool,
- know the basics concepts of copyright.

Contents:

Scientific information retrieval process, different databases and publication channels, evaluation of the reliability of information sources and RefWorks reference management tool. EU information sources, copyright issues, terms and conditions of the e-resources, open access and its different models.

Mode of delivery:

Face-to-face teaching

Learning activities and teaching methods:

Lectures and exercises 30h / independent study 105h

Target group:

Students of TIEMA

Recommended or required reading:

Forsman, Maria: *Julkaisut ja tieteen mittaaminen. Bibliometriikan käännekohtia*. Tampere: Enostone, 2016.

Assessment methods and criteria:

Active participation and literature examination

Grading:

Pass/Fail

Person responsible:

Professor Erkki Karvonen, library lectures and exercises Anna-Liisa Kärnä

Working life cooperation:

No

Compulsory 40 ECTS cr

694648S: Journalism Workshop, 10 op

Voimassaolo: 01.08.2015 -

Opiskelumuoto: Advanced Studies

Laji: Course

Vastuuyksikkö: Faculty of Humanities

Arvostelu: 1 - 5, pass, fail

Opettajat: Erkki Karvonen

Opintokohteen kielet: Finnish

ECTS Credits:

10 ECTS credits / 270 hours of work (in two parts)

Language of instruction:

Finnish

Timing:

1st year

Learning outcomes:

Upon completion of the course, students will be able to apply the principles of journalistic work and write journalistic texts on the basis of documents, databases, pictures, personal and background interviews, literature, and other sources.

Contents:

Journalistic work process

Mode of delivery:

Contact teaching, independent study

Learning activities and teaching methods:

Lectures and exercises 54h / independent study 216h

Target group:

Students of TIEMA

Recommended or required reading:

Material assigned during lectures

Assessment methods and criteria:

Active participation, written work

Grading:

The course uses a numerical grading scale 1–5. In the numerical scale, 0 (zero) means fail.

Person responsible:

Professor Erkki Karvonen

Other information:

The course will be completed in two parts, each consisting of 5 ECTS credits.

694649S: Television Workshop, 5 op

Voimassaolo: 01.08.2015 -

Opiskelumuoto: Advanced Studies

Laji: Course

Vastuuyksikkö: Faculty of Humanities

Arvostelu: 1 - 5, pass, fail

Opettajat: Erkki Karvonen

Opintokohteen kielet: Finnish

ECTS Credits:

5 ECTS credits / 135 hours of work

Language of instruction:

Finnish

Timing:

2nd year

Learning outcomes:

Upon completion of the course, students will know the basics of television technology and televised communication as well as the characteristics of televised communication. Students will be able to script a televised programme.

Contents:

The basics of television work in current affairs programming. Designing, interviewing for television, appearing in television, working image material into a programme. Scripting a current affairs televised programme.

Mode of delivery:

Contact teaching, independent study

Learning activities and teaching methods:

Lectures and exercises 54h / independent study 81h

Target group:

Students of TIEMA

Recommended or required reading:

Material assigned during lectures

Assessment methods and criteria:

Active participation, exercises and Lecture and book exam

Grading:

The course uses a numerical grading scale 1–5. In the numerical scale, 0 (zero) means fail.

Person responsible:

Professor Erkki Karvonen

Working life cooperation:

No

Other information:

The course is arranged in cooperation with OAMK.

694650S: Radio Workshop, 5 op

Voimassaolo: 01.08.2015 -

Opiskelumuoto: Advanced Studies

Laji: Course

Vastuuyksikkö: Faculty of Humanities

Arvostelu: 1 - 5, pass, fail

Opettajat: Erkki Karvonen

Opintokohteen kielet: Finnish

ECTS Credits:

5 ETCS credits / 135 hours of work

Language of instruction:

Finnish

Timing:

2nd year

Learning outcomes:

Upon completion of the course, students will know the basics of radio technology and radio communication as well as the characteristics of radio communication. Students will know how to produce radio programmes. Students will be able to use voice in a way that is required in radio broadcasting.

Contents:

The basics of radio journalism, broadcasting current issues and working in a studio setting. Radio expression, voice maintenance and voice altering

Mode of delivery:

Contact teaching, independent study

Learning activities and teaching methods:

Lectures and exercises 54h / independent study 81h

Target group:

Students of TIEMA

Recommended or required reading:

Material assigned during lectures

Assessment methods and criteria:

Active participation, exercises and assignments

Grading:

The course uses a numerical grading scale 1–5. In the numerical scale, 0 (zero) means fail.

Person responsible:

Professor Erkki Karvonen

Working life cooperation:

No

Other information:

The course is arranged in cooperation with OAMK.

694647S: Web Publishing, 5 op

Voimassaolo: 01.08.2015 -

Opiskelumuoto: Advanced Studies

Laji: Course

Vastuuyksikkö: Faculty of Humanities

Arvostelu: 1 - 5, pass, fail

Opettajat: Erkki Karvonen

Opintokohteen kielet: Finnish

ECTS Credits:

5 ECTS credits / 135 hours of work

Language of instruction:

Finnish

Timing:

1st year, periods III–IV

Learning outcomes:

Upon completion of the course, students will be able to create a simple web publication

Contents:

Basics of web publishing

Mode of delivery:

Contact teaching, independent study

Learning activities and teaching methods:

Lectures and exercises 30h / independent study 105h

Target group:

Students of TIEMA

Recommended or required reading:

Material assigned during lectures

Assessment methods and criteria:

Active participation, assignment

Grading:

Pass/Fail

Person responsible:

Professor Erkki Karvonen

Working life cooperation:

No

694544S: Communication and PR Workshop, 5 op

Voimassaolo: 01.08.2007 -

Opiskelumuoto: Advanced Studies

Laji: Course

Vastuuyksikkö: Faculty of Humanities

Arvostelu: 1 - 5, pass, fail

Opettajat: Erkki Karvonen

Opintokohteen kielet: Finnish

Leikkaavuudet:

ay694544S Communication and PR Workshop (OPEN UNI) 5.0 op

ECTS Credits:

5 ECTS credits / 135 hours of work

Language of instruction:

Finnish

Timing:

1st year

Learning outcomes:

Upon completion of the course, students will be able to draft a press release aimed to popularise science, and participate in communication strategy processes.

Contents:

The basics of PR and communication strategy processes

Mode of delivery:

Contact teaching, independent study

Learning activities and teaching methods:

Lectures and exercises 36h / independent study 99h

Target group:

Students of TIEMA

Recommended or required reading:

Material assigned during lectures

Assessment methods and criteria:

Active participation, written assignments

Grading:

The course uses a numerical scale 1–5. In the numerical scale 0 (zero) means fail.

Person responsible:

Professor Erkki Karvonen

Working life cooperation:

No

694653S: Publication Design, 5 op

Voimassaolo: 01.08.2015 -

Opiskelumuoto: Advanced Studies

Laji: Course

Vastuuyksikkö: Faculty of Humanities

Arvostelu: 1 - 5, pass, fail

Opettajat: Erkki Karvonen

Opintokohteen kielet: Finnish

ECTS Credits:

5 ECTS credits / 135 hours of work

Language of instruction:

Finnish

Timing:

1st year, periods 3–4

Learning outcomes:

Upon completion of the course, students will know how to design and produce publications using Adobe's InDesign and Photoshop software.

Contents:

The basics of Adobe's InDesign and Photoshop software

Mode of delivery:

Contact teaching, independent study

Learning activities and teaching methods:

Lectures and exercises 40h / independent study 95h

Target group:

Students of TIEMA

Recommended or required reading:

Material assigned during lectures

Assessment methods and criteria:

Active participation, exercises

Grading:

Pass/Fail

Person responsible:

Professor Erkki Karvonen

Working life cooperation:

No

694652S: Science Education and Science Visualisation, 5 op

Voimassaolo: 01.08.2015 -

Opiskelumuoto: Advanced Studies

Laji: Course

Vastuuyksikkö: Faculty of Humanities

Arvostelu: 1 - 5, pass, fail

Opettajat: Erkki Karvonen

Opintokohteen kielet: Finnish

ECTS Credits:

5 ECTS credits / 135 hours of work

Language of instruction:

Finnish

Timing:

1st year

Learning outcomes:

Upon completion of the course, students will be able to popularise science in different ways and to make it accessible and interesting especially to children and young people. Students will know the basics of photography, and they will know how to present science visually.

Contents:

The basics of science education and science visualisation

Mode of delivery:

Contact teaching, independent study

Learning activities and teaching methods:

Lectures, visitations and exercises 36h / independent study 99h

Target group:

Students of TIEMA

Recommended or required reading:

Material assigned during lectures

Assessment methods and criteria:

Active participation, written and visual assignments

Grading:

The course uses a numerical grading scale 1–5. In the numerical scale, 0 (zero) means fail.

Person responsible:

Professor Erkki Karvonen

Working life cooperation:

No

*Compulsory 35 ECTS cr***694527S: Maturity Test (Master's Degree Programme in Science Communication), 0 op**

Voimassaolo: 01.08.2007 -

Opiskelumuoto: Advanced Studies

Laji: Course

Vastuuyksikkö: Faculty of Humanities

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: Finnish

ECTS Credits:

0 ECTS credits

Language of instruction:

Finnish

Timing:

2nd year

Learning outcomes:

Students will be able to present the central methodology, results, and conclusions of their thesis in a way that is knowledgeable and summarised

Mode of delivery:

Independent study

Learning activities and teaching methods:

A summary of the student's thesis written in their native language

Target group:

Students of TIEMA

Prerequisites and co-requisites:

A submitted Master's (Pro Gradu) Thesis

Assessment methods and criteria:

A summary written of the thesis

Grading:

Pass/Fail

Person responsible:

Professor Erkki Karvonen

Working life cooperation:

No

Other information:

The summary is submitted into Laturi

Elective studies

694651S: Practices in Communications, 5 - 10 op**Voimassaolo:** 01.08.2015 -**Opiskelumuoto:** Advanced Studies**Laji:** Course**Vastuuyksikkö:** Faculty of Humanities**Arvostelu:** 1 - 5, pass, fail**Opettajat:** Erkki Karvonen**Opintokohteen kielet:** Finnish**ECTS Credits:**

5–10 ETCS credits / 135–270 hours of work

Language of instruction:

Finnish

Timing:1st and/or 2nd year**Learning outcomes:**

Upon completion of the course, students will be able to apply various practices of communications and communication research in their own studies.

Mode of delivery:

Contact teaching, independent study

Learning activities and teaching methods:

Excursions, guest lectures, seminars and/or conferences

Target group:

Students of TIEMA

Assessment methods and criteria:

Written reports

Grading:

Pass/Fail

Person responsible:

Professor Erkki Karvonen

Working life cooperation:

No

694529S: Work Practice, 5 op**Voimassaolo:** 01.08.2007 -**Opiskelumuoto:** Advanced Studies**Laji:** Course**Vastuuyksikkö:** Faculty of Humanities**Arvostelu:** 1 - 5, pass, fail**Opettajat:** Erkki Karvonen**Opintokohteen kielet:** Finnish**ECTS Credits:**

5 ECTS credits / 135 hours

Language of instruction:

Finnish

Timing:1st or 2nd year

Learning outcomes:

Upon completion of the course, students will be able to apply their theoretical knowledge of communication and practical skills at work.

Contents:

Work tasks in the field of media and communications.

Mode of delivery:

Independent study

Learning activities and teaching methods:

Work practice for two months

Target group:

Students of TIEMA

Assessment methods and criteria:

Work practice for two months, a written report on the practice.

Grading:

Pass/Fail

Person responsible:

Professor Erkki Karvonen

Working life cooperation:

Work practice for two (2) months. Approved work practice settings include media institutions and science or technology enterprises and organisations.

694528S: Business Plan of a Communications Entrepreneur, 5 op

Voimassaolo: 01.08.2007 -

Opiskelumuoto: Advanced Studies

Laji: Course

Vastuuyksikkö: Faculty of Humanities

Arvostelu: 1 - 5, pass, fail

Opettajat: Erkki Karvonen

Opintokohteen kielet: Finnish

ECTS Credits:

5 ETCS credits / 135 hours of work

Language of instruction:

Finnish

Timing:

1st or 2nd year

Learning outcomes:

Upon completion of the course, students will be able to draft a personal business plan based on their business idea in the field of media and communications.

Contents:

Personal counselling, independent study

Mode of delivery:

Personal counselling, independent study

Learning activities and teaching methods:

Independent study 135h

Target group:

Students of TIEMA

Assessment methods and criteria:

Drafting of a business plan

Grading:

Pass/Fail

Person responsible:

Professor Erkki Karvonen

Working life cooperation:

No

Tutkintorakenteisiin kuulumattomien opintokokonaisuuksien ja -jaksojen kuvaukset

695105P: PR-Communication, 5 op

Voimassaolo: 01.08.2005 -

Opiskelumuoto: Basic Studies

Laji: Course

Vastuuyksikkö: Faculty of Humanities

Arvostelu: 1 - 5, pass, fail

Opettajat: Erkki Karvonen

Opintokohteen kielet: Finnish

Leikkaavuudet:

ay695105P PR-Communication (OPEN UNI) 5.0 op

ECTS Credits:

5 ETCS credits / 135 hours of work

Language of instruction:

Finnish

Timing:

2nd year, period III

Learning outcomes:

Upon completion of the course, students will be able to outline the developments of the theory and practice of organisational communication and PR. Students will be able to interpret various image-related issues from a number of viewpoints. Students will also be able to explain the principles of corporate social responsibility and cultivation of corporate reputation. Students will be able to explain various brand-building processes and the phenomenon of experience economy. Students will be able to explain how organizational communication should be managed in crisis situations. Students will also be able to apply various communication theories to single cases.

Contents:

External organisational communication

Mode of delivery:

Contact teaching, independent study

Learning activities and teaching methods:

Lectures 18h / independent study 117h

Target group:

Students of TIEMA, students minoring in Communication Studies, and students of Information Studies.

Prerequisites and co-requisites:

None

Recommended or required reading:

Cornelissen, Joep: *Corporate communication: a guide to theory and practice*, 3rd ed. Thousand Oaks, CA: SAGE Publications, 2011.

Assessment methods and criteria:

Lecture and book exam

Grading:

The course uses a numerical grading scale 1–5. In the numerical scale, 0 (zero) means fail.

Person responsible:

Professor Erkki Karvonen
Working life cooperation:
None

694549S: Pro Gradu Thesis and Seminar, 35 op

Voimassaolo: 01.08.2007 -

Opiskelumuoto: Advanced Studies

Laji: Diploma thesis

Vastuuyksikkö: Faculty of Humanities

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: Finnish

ECTS Credits:

35 ECTS credits / 945 hours of work

Language of instruction:

Finnish

Timing:

1st and 2nd years

Learning outcomes:

Upon completion of the course, students will be able to carry out research in accordance with scientific practices. Students will be able to formulate a relevant research problem, seek corresponding research literature, choose appropriate methods and carry out research, working independently and in cooperation with their thesis supervisor. Students will be able to present their scientific research in a seminar and write their thesis utilising the principles of process writing.

Contents:

Seminar and individual meetings for discussion of research plans, drafts, and final versions of theses

Mode of delivery:

Contact teaching, independent study

Learning activities and teaching methods:

Seminar sessions and individual meetings 64h / independent study 881h

Target group:

Students of TIEMA

Recommended or required reading:

Material assigned during Seminar sessions

Assessment methods and criteria:

Active participation, Master's (Pro Gradu) Thesis

Grading:

The Master's (Pro Gradu) thesis is graded by a numerical scale 1–5. In the numerical scale, 0 (zero) means fail.

Person responsible:

Professor Erkki Karvonen

Working life cooperation:

No