

# Opasraportti

## Masters Degree Programme in Science Communication (2013 - 2014)

### Master's Degree Programme in Science Communication (TIEMA)

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### Admission requirements

Science Communication may be taken as a major subject leading to the MA degree by anyone with a Bachelor's or higher level University Degree who has passed the entrance examination. Students with a Bachelor's Degree from a University of Applied Sciences are also eligible applicants providing their degree is in Communications. Along with fluency in spoken and written language and an interest in the media and the world of science, selected students are expected to show motivation and a commitment to attending classes regularly. Students are selected on the basis of their previous grades, an essay and an interview. A total of 15 new students will be accepted into the Programme every second year (2013, 2015). The teaching language of the Programme is Finnish.

### Study Counselling

Study counselling is provided by the TIEMA Coordinator (+358 29 448 3322), the Professor of Information and Communication Studies (+358 29 448 3352) and the Professor of History of Science and Ideas (+358 29 448 3303).

### Master's Degree Programme in Science Communication

The role of science, research and technology is becoming increasingly important, both from the social and economic viewpoint. Due to this, it is extremely important that the public and decision-makers will have access to up-to-date and understandable information about science. Master's Degree Programme in Science Communication (TIEMA) is designed to meet this challenge by providing its students with an opportunity to become experts in science communication and popularisation. The TIEMA Degree aims to facilitate students' practical communication skills as well as their understanding of scientific knowledge.

By learning to understand the nature of the media and the scientific community as well as the language inherent in them, the students of TIEMA will gain the ability to work as mediators between science and the media. The students will learn to think analytically, use various appliances, retrieve, manage and produce information effectively, and work independently on projects.

The Programme comprises 120 credits, leading to the completion of the MA Degree within two years, with the possibility of continuing towards a Ph.D.

The TIEMA Programme is organised and run jointly by the subjects of History of Science and Ideas, and Information Studies at the Faculty of Humanities.

### Employment prospects

Students are provided with the necessary skills and knowledge to qualify for employment in scientific journalism, content production and other areas of science communication. The curriculum has been developed to allow students to pursue careers in the public, private and non-profit sectors, either as employees, freelancers or entrepreneurs.

### Learning outcomes of the Programme

Upon completing the TIEMA programme, the student will have the theoretical knowledge and practical skills necessary to be able to engage in the public communication of science. Aware of the difference between the communication practices in science and journalism, he/she will be able to popularize scientific research results and translate the language of science into accessible, everyday language. The student will be able to demonstrate knowledge and understanding of the practices and key issues in modern and more traditional science communication. He/she will have the basic practical skills required in the communication of science and the use of various media. He/she will also be familiar with the history of science, philosophy of science, sociology of science, science education, politics of science as well as ethics of science and communication. The student will be able to seek information from various sources and databases of scientific information. He/she will be able to apply various methods in communication research and the study of science. The student will also be able to formulate and define a relevant research problem, carry out research on his/her topic and present it in the form of a written pro gradu thesis. The student will be able to present and discuss his/her scientific research together with fellow students and thesis supervisors in seminars and workshops. He/she will also have an overview of the professions and work opportunities in the field of science communication.

## Tutkintorakenteet

### FM-degree/Science Communication M.Sc. Program (copy)

Tutkintorakenteen tila: published

Lukuvuosi: 2013-14

Lukuvuoden alkamispäivämäärä: 01.08.2013

### Science Communication 120 op (vähintään 120 op)

A115103: Science communication, advanced studies, 120 op

*e1*

- 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

*e2*

- 694534S: History of Science, 3 op
- 694535S: Philosophy of Science and Scientific Argumentation, 3 op
- 694536S: Sociology of Science, 3 op
- 694537S: Publicity and Ethics of Science, 4 op
- 694538S: Politics of Science, 3 op
- 694539S: Bibliometric Research, 4 op

*e3*

- 695102P: Web Publishing, 4 op
- 694540S: Journalism Workshop, 11 op
- 694541S: Television Workshop, 4 op
- 694542S: Radio Workshop, 4 op
- 694544S: Communication and PR Workshop, 5 op
- 694547S: Information Seeking and Retrieval Workshop, 3 op
- 694548S: Science Education, 3 op
- 694613S: Publication design, 6 op

*e4*

694549S: Pro Gradu Thesis and Seminar, 35 op

*e5*

695105P: PR-Communication, 5 op

694526S: Practices in Communications, 1 - 3 op

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

694529S: Work Practice, 5 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.

*e1*

#### 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

**Opintokohteen kielet:** Finnish

**Leikkaavuudet:**

ay695100P Introduction to Communication Studies (OPEN UNI) 5.0 op

**ECTS Credits:**

5

**Language of instruction:**

Finnish

**Timing:**

1st year, fall semester

**Learning outcomes:**

Upon completing the course, the student will be able to explain communication from several viewpoints. He /she will be able to interpret communication from the viewpoints of information transmission, community creation, and meaning construction. The student will be able to explain the ways in which people are influenced by communication and in which various messages are received. He/she will be able to outline the historical development of the media as well as various approaches and schools of communication research. The student will be able to recognize, analyze and evaluate various communication methods used e.g. in advertisements and journalistic representations. He/she will be able to apply communication research to new communicational situations and plan his/her own communication activities on the basis of the learnt principles.

**Contents:**

Basic concepts and theories in Communication Studies

**Mode of delivery:**

Contact teaching

**Learning activities and teaching methods:**

Lectures and literature

**Target group:**

Students of TIEMA and those minoring in Communication Studies

**Prerequisites and co-requisites:**

None

**Recommended or required reading:**

**Kunelius, Risto** : Viestinnän vallassa (2003, or a more recent edition) and web material: **Karvonen, Erkki** : Johdatus viestintätieteisiin

( <http://www.uta.fi/viesverk/johdviest/johdatus.html>)

**Assessment methods and criteria:**

Examination

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

**Grading:**

0-5

**Person responsible:**

Professor Erkki Karvonen

**Working life cooperation:**

No

**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

**Opintokohteen kielet:** Finnish

**Leikkaavuudet:**

ay694597S Introduction to Science Communication (OPEN UNI) 5.0 op

**ECTS Credits:**

5

**Language of instruction:**

Finnish

**Timing:**

1st year, fall semester

**Learning outcomes:**

Upon completing the course, the student will be able to explain the key issues in the public communication of science. He/she will be able to explain how internal and external communication of science works, how science is popularized, how science is disseminated, and how science is represented in the media. The student will be able to recognize the different cultures inherent in science and journalism. He/she will be familiar with the principles on how to write a press release aimed at the media and the public.

**Contents:**

Basics of Science Communication

**Mode of delivery:**

Contact teaching

**Learning activities and teaching methods:**

Lectures and literature

**Target group:**

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

**Prerequisites and co-requisites:**

None

**Recommended or required reading:**

**Bucchi, Massimiano** and **Brian Trench** (eds.): Handbook of Public Communication of Science and Technology. London: Routledge, 2008.

OR:

**Gregory, Jane** and **Steve Miller** : Science in Public: Communication, Culture, and Credibility. Cambridge (Mass.) : Basic Books, 1998.

**Assessment methods and criteria:**

Examination

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

**Grading:**

0-5

**Person responsible:**

Professor Erkki Karvonen

**Working life cooperation:**

No

**694531S: Changing Media Culture, 5 op**

**Voimassaolo:** 01.08.2007 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Faculty of Humanities

**Arvostelu:** 1 - 5, pass, fail

**Opintokohteen kielet:** Finnish

**Leikkaavuudet:**

ay694531S Changing Media Culture (OPEN UNI) 5.0 op

**ECTS Credits:**

5

**Language of instruction:**

Finnish

**Timing:**

2nd year, fall semester

**Learning outcomes:**

Upon completing the course, the student will be able to approach the media and media culture as social, economical and technological phenomena. He/she will be able to explain the historical changes and current trends in the media and journalism. The student will be able to explain 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

**Learning activities and teaching methods:**

Lectures and literature

**Target group:**

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

**Prerequisites and co-requisites:**

None

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

**Assessment methods and criteria:**

Examination

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

**Grading:**

0-5

**Person responsible:**

Professor Erkki Karvonen

**Working life cooperation:**

No

**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

**Opintokohteen kielet:** Finnish

**Leikkaavuudet:**

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

**ECTS Credits:**

5

**Language of instruction:**

Finnish

**Timing:**

2nd year, fall semester

**Learning outcomes:**

Upon completing the course, the student will be able to evaluate journalistic activities on the basis of the ethical guidelines for journalists and the most important aspects of communications legislation. He/she will be able to distinguish between legal, moral and ethical issues in journalism. The student will be able to explain copyright legislation, in particular with a view to the publication of textual and visual material. He /she 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

**Learning activities and teaching methods:**

Lectures and group work

**Target group:**

Students of TIEMA and those minoring in Communication Studies

**Recommended or required reading:**

Materials to be specified during lectures

**Assessment methods and criteria:**

Group work and examination

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

**Grading:**

0-5

**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

**Opintokohteen kielet:** Finnish

**Leikkaavuudet:**

ay694533S Communication Research (OPEN UNI) 5.0 op

**ECTS Credits:**

5

**Language of instruction:**

Finnish

**Timing:**

1st year, spring term

**Learning outcomes:**

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

**Contents:**

Various schools within the communication research and their historical development.

**Mode of delivery:**

Self study

**Learning activities and teaching methods:**

Literature

**Target group:**

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

**Prerequisites and co-requisites:**

None

**Recommended or required reading:**

**Pietilä, Veikko** . Joukkoviestintätutkimuksen valtateillä. Vastapaino, 1997 (or a more recent edition).  
**Tuomo Mörä, Inka Salovaara-Moring & Sanna Valtonen** (eds.): Mediatutkimuksen vaeltava teoria. Helsinki: Gaudeamus, 2004.

**Assessment methods and criteria:**

Book examination or essay

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

**Grading:**

0-5

**Person responsible:**

Professor Erkki Karvonen

**Working life cooperation:**

No

*e2*

**694534S: History of Science, 3 op**

**Voimassaolo:** 01.08.2007 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Faculty of Humanities

**Arvostelu:** 1 - 5, pass, fail

**Opintokohteen kielet:** Finnish

**ECTS Credits:**

3

**Language of instruction:**

Finnish

**Timing:**

Free

**Learning outcomes:**

Upon completing the course, the student will be able to describe the key developments in scientific thinking from Antiquity to the present. He/she will be able to recognize the greatest revolutions in scientific thinking and their importance from the viewpoint of world views. The student will also be able to pinpoint various social conditions for science, changes in man's relationship to nature and the concept of scientific rationality.

**Contents:**

The key developments in scientific thinking.

**Mode of delivery:**

Contact teaching

**Learning activities and teaching methods:**

Lectures and literature

**Target group:**

Students of TIEMA and Information Studies

**Prerequisites and co-requisites:**

None

**Assessment methods and criteria:**

Examination

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

**Grading:**

0-5

**Person responsible:**

University Lecturer Maija Kallinen

**Working life cooperation:**

No



**694535S: Philosophy of Science and Scientific Argumentation, 3 op****Voimassaolo:** 01.08.2007 -**Opiskelumuoto:** Advanced Studies**Laji:** Course**Vastuuyksikkö:** Faculty of Humanities**Arvostelu:** 1 - 5, pass, fail**Opintokohteen kielet:** Finnish**ECTS Credits:**

3

**Language of instruction:**

Finnish

**Timing:**

Free

**Learning outcomes:**

Upon completing the course, the student will be able to address the most important theories and schools in the philosophy of science and apply his/her knowledge to the analysis of scientific discussion.

**Mode of delivery:**

Contact teaching

**Learning activities and teaching methods:**

Lectures and literature

**Target group:**

Students of TIEMA and Information Studies

**Prerequisites and co-requisites:**

None

**Assessment methods and criteria:**

Examination

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

0-5

**Person responsible:**

University Lecturer Maija Kallinen

**Working life cooperation:**

No

**694536S: Sociology of Science, 3 op****Voimassaolo:** 01.08.2007 -**Opiskelumuoto:** Advanced Studies**Laji:** Course**Vastuuyksikkö:** Faculty of Humanities**Arvostelu:** 1 - 5, pass, fail**Opettajat:** Kallinen, Maija Sinikka**Opintokohteen kielet:** Finnish**ECTS Credits:**

3

**Language of instruction:**

Finnish

**Timing:**

Free

**Learning outcomes:**

Upon completion of the course, the student will be able to recognize and analyze various manifestations of the interaction between science and society along with related sociological factors. He/she will also be able to describe the key elements of the most important approaches in the sociology of science.

**Mode of delivery:**

Self study

**Learning activities and teaching methods:**

Lectures and literature

**Target group:**

Students of TIEMA and Information Studies

**Prerequisites and co-requisites:**

-

**Recommended or required reading:**

Tiede tutkimuskohteena: filosofinen johdatus tieteen tutkimukseen / Mika Kiikeri ja Petri Ylikoski.  
Helsinki : Gaudeamus, 2004

**Assessment methods and criteria:**

Book examination

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

0-5

**Person responsible:**

University Lecturer Maija Kallinen

**Working life cooperation:**

No

**694537S: Publicity and Ethics of Science, 4 op****Voimassaolo:** 01.08.2007 -**Opiskelumuoto:** Advanced Studies**Laji:** Course**Vastuuyksikkö:** Faculty of Humanities**Arvostelu:** 1 - 5, pass, fail**Opintokohteen kielet:** Finnish**ECTS Credits:**

4

**Language of instruction:**

Finnish

**Timing:**

Free

**Learning outcomes:**

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

**Contents:**

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

**Mode of delivery:**

Web-based teaching

**Learning activities and teaching methods:**

Web course

**Target group:**

Students of TIEMA

**Prerequisites and co-requisites:**

None

**Recommended optional programme components:**

None

**Assessment methods and criteria:**

Active participation

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

**Grading:**

Pass/fail

**Person responsible:**

University Lecturer Maija Kallinen

**Working life cooperation:**

No

**694538S: Politics of Science, 3 op**

**Voimassaolo:** 01.08.2007 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Faculty of Humanities

**Arvostelu:** 1 - 5, pass, fail

**Opintokohteen kielet:** Finnish

**ECTS Credits:**

3

**Language of instruction:**

Finnish

**Timing:**

Free

**Learning outcomes:**

Upon completing the course, the student will be able to define in general terms how Finnish science and university policies have evolved over time and how the most important scientific institutions and the university system have developed, both structurally and administratively. He/she will be able to interpret various programmes on science and university policies and evaluate related social background factors.

**Mode of delivery:**

Contact teaching

**Learning activities and teaching methods:**

Lectures and literature

**Target group:**

Students of TIEMA and Information Studies

**Prerequisites and co-requisites:**

None

**Assessment methods and criteria:**

Examination

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

**Grading:**

0-5

**Person responsible:**

University Lecturer Maija Kallinen

**Working life cooperation:**

No

**694539S: Bibliometric Research, 4 op****Voimassaolo:** 01.08.2007 -**Opiskelumuoto:** Advanced Studies**Laji:** Course**Vastuuyksikkö:** Faculty of Humanities**Arvostelu:** 1 - 5, pass, fail**Opintokohteen kielet:** Finnish**ECTS Credits:**

4

**Language of instruction:**

Finnish

**Timing:**

Free

**Learning outcomes:**

Upon completing the course, the student will be able to identify various research problems in scientific communication and apply informetric research methods in their analysis.

**Mode of delivery:**

Contact teaching

**Learning activities and teaching methods:**

Lectures and exercises

**Target group:**

Students of TIEMA

**Prerequisites and co-requisites:**

None

**Recommended optional programme components:**

None

**Recommended or required reading:**

-

**Assessment methods and criteria:**

Assignment and term paper

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

Pass/fail

**Person responsible:**

Professor Erkki Karvonen

**Working life cooperation:**

No

*e3***695102P: Web Publishing, 4 op**

**Voimassaolo:** 01.08.2005 -  
**Opiskelumuoto:** Basic Studies  
**Laji:** Course  
**Vastuuyksikkö:** Faculty of Humanities  
**Arvostelu:** 1 - 5, pass, fail  
**Opintokohteen kielet:** Finnish

**ECTS Credits:**

4

**Language of instruction:**

Finnish

**Timing:**

Free

**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

**Learning activities and teaching methods:**

Lectures and exercises

**Target group:**

Students of TIEMA and Information Studies

**Prerequisites and co-requisites:**

None

**Assessment methods and criteria:**

Assignment

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

**Grading:**

Pass/fail

**Person responsible:**

Professor Erkki Karvonen

**Working life cooperation:**

No

**694540S: Journalism Workshop, 11 op**

**Voimassaolo:** 01.08.2007 -  
**Opiskelumuoto:** Advanced Studies  
**Laji:** Course  
**Vastuuyksikkö:** Faculty of Humanities  
**Arvostelu:** 1 - 5, pass, fail  
**Opintokohteen kielet:** Finnish

**Leikkaavuudet:**

ay694540S Journalism Workshop (OPEN UNI) 5.0 op

**ECTS Credits:**

11 (in two parts)

**Language of instruction:**

Finnish

**Timing:**

1st year

**Learning outcomes:**

Upon completion of the course, the student 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.

**Mode of delivery:**

Contact teaching

**Learning activities and teaching methods:**

Lectures and exercises

**Target group:**

Students of TIEMA

**Prerequisites and co-requisites:**

None

**Recommended optional programme components:**

None

**Recommended or required reading:**

-

**Assessment methods and criteria:**

Active participation, written work

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

**Grading:**

0-5

**Person responsible:**

Professor Erkki Karvonen

**Working life cooperation:**

No

**694541S: Television Workshop, 4 op**

**Voimassaolo:** 01.08.2007 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Faculty of Humanities

**Arvostelu:** 1 - 5, pass, fail

**Opintokohteen kielet:** Finnish

**ECTS Credits:**

4

**Language of instruction:**

Finnish

**Timing:**

Free

**Learning outcomes:**

Upon completion of the course, the student will be able to use and evaluate various social interaction and performance skills required in TV production.

**Mode of delivery:**

Contact teaching

**Learning activities and teaching methods:**

Lectures and exercises

**Target group:**

Students of TIEMA

**Prerequisites and co-requisites:**

None

**Recommended optional programme components:**

None

**Assessment methods and criteria:**

Active participation

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

**Grading:**

Pass/fail

**Person responsible:**

Professor Erkki Karvonen

**Working life cooperation:**

No

**694542S: Radio Workshop, 4 op**

**Voimassaolo:** 01.08.2007 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Faculty of Humanities

**Arvostelu:** 1 - 5, pass, fail

**Opintokohteen kielet:** Finnish

**ECTS Credits:**

4

**Language of instruction:**

Finnish

**Timing:**

Free

**Learning outcomes:**

Upon completion of the course, the student will be able to produce short radio news and current affairs reports on various science-related topics. He/she will be able to use light recording and editing equipment for producing radio programs, and produce and deliver content in a manner required by news and current affairs reports.

**Mode of delivery:**

Contact teaching

**Learning activities and teaching methods:**

Lectures and exercises

**Target group:**

Students of TIEMA

**Prerequisites and co-requisites:**

None

**Recommended optional programme components:**

None

**Assessment methods and criteria:**

Active participation

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

**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

**Opintokohteen kielet:** Finnish

**Leikkaavuudet:**

ay694544S    Communication and PR Workshop (OPEN UNI)    5.0 op

**ECTS Credits:**

5

**Language of instruction:**

Finnish

**Timing:**

Free

**Learning outcomes:**

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

**Mode of delivery:**

Contact teaching

**Learning activities and teaching methods:**

Lectures and exercises

**Target group:**

Students of TIEMA

**Prerequisites and co-requisites:**

None

**Recommended optional programme components:**

None

**Recommended or required reading:**

-

**Assessment methods and criteria:**

Active participation, written work

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

**Grading:**

0-5

**Person responsible:**

Professor Erkki Karvonen

**Working life cooperation:**

No

**694547S: Information Seeking and Retrieval Workshop, 3 op**



**Voimassaolo:** 01.08.2007 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Faculty of Humanities

**Arvostelu:** 1 - 5, pass, fail

**Opintokohteen kielet:** Finnish

**ECTS Credits:**

3

**Language of instruction:**

Finnish

**Timing:**

Free

**Learning outcomes:**

Upon completion of the course, the student will be able to explain the relationship between the concepts of information seeking and information retrieval. He/she will be able to recognize the general principles and ideas of information retrieval, apply basic information retrieval techniques, and plan and carry out information searches. The student will also be able to identify and use various information seeking channels.

**Contents:**

Various channels for information retrieval and information seeking,, information sources, basic methods of information retrieval such as Boolean operators, browsing, use of free words and controlled description. Relevance assessment

**Mode of delivery:**

Contact teaching

**Learning activities and teaching methods:**

Lectures and exercises

**Target group:**

Students of TIEMA and Information Studies

**Prerequisites and co-requisites:**

None

**Recommended optional programme components:**

None

**Recommended or required reading:**

-

**Assessment methods and criteria:**

Active participation, assignments

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

**Grading:**

Pass/fail

**Person responsible:**

Professor Erkki Karvonen

**Working life cooperation:**

No

### 694548S: Science Education, 3 op

**Voimassaolo:** 01.08.2007 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Faculty of Humanities

**Arvostelu:** 1 - 5, pass, fail

**Opintokohteen kielet:** Finnish

**ECTS Credits:**

3

**Language of instruction:**

Finnish

**Timing:**

Free

**Learning outcomes:**

Upon completion of the course, the student will be able to popularize science in different ways to make it accessible and interesting to children and young people.

**Mode of delivery:**

Contact teaching

**Learning activities and teaching methods:**

Lectures, visits and exercises

**Target group:**

Students of TIEMA

**Prerequisites and co-requisites:**

None

**Recommended optional programme components:**

None

**Assessment methods and criteria:**

Active participation, written work

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

**Grading:**

0-5

**Person responsible:**

Professor Erkki Karvonen

**Working life cooperation:**

No

### **694613S: Publication design, 6 op**

**Voimassaolo:** 06.11.2008 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Faculty of Humanities

**Arvostelu:** 1 - 5, pass, fail

**Opintokohteen kielet:** Finnish

**Leikkaavuudet:**

ay694613S Publication design (OPEN UNI) 6.0 op

**ECTS Credits:**

6

**Language of instruction:**

Finnish

**Timing:**

Free

**Learning outcomes:**

Upon completion of the course, the student will be able to design publications using Adobe InDesign and Photoshop software.

**Mode of delivery:**

Contact teaching

**Learning activities and teaching methods:**

Lectures and exercises

**Target group:**

Students of TIEMA

**Prerequisites and co-requisites:**

None

**Recommended optional programme components:**

None

**Recommended or required reading:**

-

**Assessment methods and criteria:**

Active participation, assignments

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

**Grading:**

Pass/fail

**Person responsible:**

Professor Erkki Karvonen

**Working life cooperation:**

No

*e4*

**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

**Language of instruction:**

Finnish

**Timing:**

2nd year in the Master's degree programme

**Learning outcomes:**

Upon completion of the course, the student will be able to carry out research in accordance with scientific practices. He/she 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 his/her thesis supervisor. The student will be able to present his/her scientific research in seminar and write his/her thesis utilizing the principles of process writing.

**Contents:**

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

**Mode of delivery:**

Contact teaching and self study

**Learning activities and teaching methods:**

Seminar, Pro Gradu Thesis

**Target group:**

Students of TIEMA

**Assessment methods and criteria:**

Active participation, Pro Gradu Thesis

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

**Grading:**

0-5

**Person responsible:**

Professor Erkki Karvonen

**Working life cooperation:**

No

*e5*

**695105P: PR-Communication, 5 op**

**Voimassaolo:** 01.08.2005 -

**Opiskelumuoto:** Basic Studies

**Laji:** Course

**Vastuuyksikkö:** Faculty of Humanities

**Arvostelu:** 1 - 5, pass, fail

**Opintokohteen kielet:** Finnish

**Leikkaavuudet:**

ay695105P PR-Communication (OPEN UNI) 5.0 op

**ECTS Credits:**

5

**Language of instruction:**

Finnish

**Timing:**

2nd year, spring semester

**Learning outcomes:**

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

**Contents:**

External Organizational Communication

**Mode of delivery:**

Contact teaching

**Learning activities and teaching methods:**

Lectures

**Target group:**

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

**Prerequisites and co-requisites:**

None

**Recommended or required reading:**

**Tench, Ralph & Liz Yeomans** : Exploring public relations. (eds.), 2nd ed., Harlow, England; New York: FT Prentice Hall, 2009.

**Assessment methods and criteria:**

Examination

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

0-5

**Person responsible:**

Professor Erkki Karvonen

**Working life cooperation:**

No

**694526S: Practices in Communications, 1 - 3 op****Voimassaolo:** 17.11.2010 -**Opiskelumuoto:** Advanced Studies**Laji:** Course**Vastuuyksikkö:** Faculty of Humanities**Arvostelu:** 1 - 5, pass, fail**Opintokohteen kielet:** Finnish**ECTS Credits:**

1-3

**Language of instruction:**

Finnish

**Timing:**

Free

**Learning outcomes:**

Upon completion of the course, the student will be able to apply various practices of communications and communication research in his/her own studies.

**Mode of delivery:**

Contact teaching

**Learning activities and teaching methods:**

Excursions, guest lectures, seminars and/or conferences

**Target group:**

Students of TIEMA

**Prerequisites and co-requisites:**

None

**Recommended optional programme components:**

None

**Recommended or required reading:**

-

**Assessment methods and criteria:**

Active participation, learning diaries as agreed upon, presentation of the student's own research  
Read more about [assessment criteria](#) at the University of Oulu webpage.

**Grading:**

Pass/fail

**Person responsible:**

Professor Erkki Karvonen

**Working life cooperation:**

No

**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**Opintokohteen kielet:** Finnish**ECTS Credits:**

5

**Language of instruction:**

Finnish

**Timing:**

Free

**Learning outcomes:**

Upon completing the course, the student will be able to draft a personal business plan based on his/her business idea in the field of Media and Communications.

**Mode of delivery:**

Self study

**Learning activities and teaching methods:**

Personal counselling, individual work

**Target group:**

Students of TIEMA

**Prerequisites and co-requisites:**

None

**Recommended optional programme components:**

None

**Recommended or required reading:**

-

**Assessment methods and criteria:**

Drafting of a business plan

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

**Opintokohteen kielet:** Finnish

**ECTS Credits:**

5

**Language of instruction:**

Finnish

**Timing:**

Free

**Learning outcomes:**

Upon completing the course, the student will be able to apply his/her theoretical communication knowledge and practical skills at work.

**Mode of delivery:**

Self study

**Learning activities and teaching methods:**

Work practice

**Target group:**

Students of TIEMA

**Prerequisites and co-requisites:**

None

**Recommended optional programme components:**

None

**Assessment methods and criteria:**

Work practise of 2 months, written report on the practice

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

**Grading:**

Pass/fail

**Person responsible:**

Professor Erkki Karvonen

**Working life cooperation:**

Work practise of 2 months. Approved work practice settings include media institutions and science /technology enterprises and organizations.