

# Opasraportti

## Communications (2013 - 2014)

### Communication Studies

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### Admission requirements

Communication Studies may be studied as a subsidiary subject by those students of the Faculty of Humanities who have successfully applied for admission. The date of the next application process (applications are submitted through WebOodi) will be announced on the website of Communication Studies. With the exception of PR Communication (695105P), all courses are compulsory to the students of Master's Degree Programme in Science Communication (TIEMA). The teaching language of all courses is Finnish.

Students are selected on the basis of an application / a statement of purpose and the number of credits earned. The application must include the following information: starting year of studies, number of credits earned, and a brief statement of purpose to explain why the applicant should be admitted to Communication Studies.

### Study Counselling

Study counselling is provided by Erkki Karvonen, Professor of Information and Communication Studies (E-mail: forename.surname@oulu.fi).

### Communication Studies

Communication is a central dimension in all human interaction, cooperation and construction of meaning. Communication is everyone's everyday skill. Yet everyone is also able to enhance his/her communication skills by practicing and increasing his/her awareness of various communication principles.

Communication research is a subject of wide relevance, useful in all fields and most professions. In addition to communication professions, communication studies are useful in customer service and various expert and management positions.

The network-like structure of today's society is to a great extent based on communicative interaction: management, for example, is essentially communication. We need various skills for promoting our own ideas, within an organization as well as outside it. In today's society, large-scale social impact and interaction are essentially possible only through media forums. Effective social communication and media visibility require the understanding of the nature of different media, the characteristics of communication technologies as well as the principles of today's journalistic news production. On the other hand, media literacy skills are necessary for any citizen and consumer, in order to critically evaluate and interpret pictures and words pouring in from the media in an attempt to promote agendas of various interest groups by emphasizing certain aspects of the matter while ignoring certain others. Every citizen should be capable of realizing how various presentations such as advertisements aim to influence us, far from being objective and unbiased.

## **Employment prospects**

Students are provided with the basic theoretical knowledge to help them qualify for employment in journalism, PR communication and marketing as well as management, customer service and various expert positions.

## **Practical information**

The Basic Studies package in Communication Studies comprises 25 credits. This package is based on theoretical courses organized in cooperation with the Master's Degree Programme in Science Communication (TIEMA). The lectures will be scheduled in two-year cycles, in accordance with the timetable of the TIEMA programme. The package comprises 5 courses (5 credits each) selected from the following 6 courses: Introduction to Communication Studies, PR Communication, Introduction to Science Communication, Changing Media Culture, Media Law and Ethics in the Media, and Communication Research.

## **Learning outcomes of Communication Studies**

Upon completing the Basic Studies in Communication Studies, the student will have the conceptual and theoretical knowledge required for understanding various communication phenomena. Aware of the fact that communication consists of sending and interpreting messages, he/she will be able to explain the nature of knowledge and information, and what the economic value of knowledge is based on. The student will be familiar with semiotic research on the production of meaning as well as research on the rhetorics of persuasion. He/she will also be able to demonstrate knowledge of various theories of interpretation: hermeneutical, cognitive and ones based on frame analysis. The student will be able to explain communication phenomena from several academic viewpoints. He/she will be familiar with the history of various communication media and the main developments of communication culture. The student will also be provided with an overview of the research traditions in communication studies along with the history of the discipline.

The student will be able to demonstrate knowledge of the basics of organizational communication, PR, brand and reputation management as well as crisis communication – at the theoretical level, but also through practical cases. The student will also be able to recognize the key issues in the public communication of science. He/she will be able to demonstrate understanding of both internal and external communication of science, popularization of science, public dissemination of science as well as the ways science is presented in the media.

The student will be able to approach the media and media culture as social, economical and technological phenomena. He/she will be able to demonstrate knowledge of the historical changes and current trends in the media and journalism along with the theory of public sphere and various key issues related to public discussion, democracy, freedom of speech, social responsibility in communication as well as the power of the media. The student will also be able to approach entertainment in theoretical terms.

The student will also know the principles and rules of fair and ethically sound communication. He/she will be familiar with the rules of professional ethics of journalism, PR communication and advertising, and will be able to recognize possible violations of these norms. The student will be provided with an overview of communication legislation, including the right to privacy and business secrets and, on the other hand, the freedom of speech, the principle of public access to official documents and the transparency of science. He/she will also be familiar with copyright legislation along with related issues in the world of digital copying.

## **Courses**

695100P Introduction to Communication Studies 5 ECTS cr

695105P PR-Communication 5 ECTS cr

694597S Introduction to Science Communication 5 ECTS cr

694531S Changing Media Culture 5 ECTS cr

694532S Media Law and Ethics in the Media 5 ECTS cr

694533S Communication Research 5 ECTS cr

## Tutkintorakenteisiin kuulumattomat opintokokonaisuudet ja -jaksot

694531S: Changing Media Culture, 5 op  
 694533S: Communication Research, 5 op  
 695100P: Introduction to Communication Studies, 5 op  
 694597S: Introduction to Science Communication, 5 op  
 694532S: Media Law and Ethics in the Media, 5 op  
 695105P: PR-Communication, 5 op

## Opintojaksosten kuvaukset

### Tutkintorakenteisiin kuulumattomien opintokokonaisuuksien ja -jaksojen kuvaukset

#### 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:**

**Väliverrotonen, 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

## 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

## 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

## **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

**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