Opasraportti

FHum - Communication Studies (2019 - 2020)

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

Opintojaksojen kuvaukset

Tutkintorakenteisiin kuulumattomien opintokokonaisuuksien ja -jaksojen kuvaukset

694531S: Changing Media Culture, 5 op

Voimassaolo: 01.08.2007 -
Opiskelumuoto: Advanced Studies
Laji: Course
Vastuuysikkö: 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:
OR:

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

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694533S: Communication Research, 5 op

Voimassaolo: 01.08.2007 -
Opiskelumuoto: Advanced Studies
Laji: Course
Vastuuysikkö: 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 jäljitämässä*. Tampere: Vastapaino, 1997 (or newer)
AND
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:
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

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:

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

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:

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
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

695105P: PR-Communication, 5 op

Voimassaolo: 01.08.2005 -
Opiskelumuoto: Basic Studies
Laji: Course
Vastuuysikkö: 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:**

**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