

Opasraportti

FHum - Communication Studies (2020 - 2021)

University's new study guide for academic year 2020-2021 is published at <https://opas.peppi oulu.fi>

The study guide includes information on degrees, curriculums, courses and course timetables. Course registrations are still done in Oodi.

If you have questions on information in the study guide, please contact the study field's Academic Affairs Service Team <https://www oulu.fi/forstudents/faculty-study-affairs>

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

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

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

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 tuhoutu! : 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

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 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

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