

# Opasraportti

## HuTK - Communications 2009 -2011 (2009 - 2011)

### Communications

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### Admission requirements and commencement of studies

All students of the Master's Degree Programme in International Business Communication have the right to take Communication Studies as a minor subject. As a rule, minor subject studies in Communication are completed during the first year of the Degree Programme. Some of the courses are also available for the students of Information Studies and the Master's Degree Programme in Science Communication (see course descriptions below).

### Study guidance

Study guidance is provided by Professor Erkki Karvonen, tel. +358-8-553 3352, [erkki.karvonen@oulu.fi](mailto:erkki.karvonen@oulu.fi) and Lecturer Kristiina Suikkari, tel. +358-8-553 3402, [kristiina.suikkari@oulu.fi](mailto:kristiina.suikkari@oulu.fi). Information on office hours is provided at the beginning of each semester.

### Learning objectives

The objective of the Communication Studies in the Faculty of Humanities is to provide students with a multifaceted view of communications, particularly from the viewpoint of Business and Organisation communication. The studies comprise theoretical courses in Communication Studies and practical courses in communications. The minor subject studies in communication studies are mainly intended for the students of the master's degree programmes within the Faculty of Humanities. The objective of the studies is to provide students with competence in organizational communication.

### Courses at different levels

#### *Basic Studies, 25 credits*

Compulsory courses (20 credits):

695100P Introduction to Communications 3 credits

695101P Graphic Design 4 credits

695102P Internet Publishing 4 credits

695104P Communication in Corporations and Other Organizations 3 credits

695105P PR-Communication 3 credits

695107P The Role of Information and Communication in Organization 3 credits

Elective courses (at least 5 credits):

695106P Intercultural Communication 3 credits

695103P Communication Studies Portfolio 2 credits

694597S What is Science Communication? 5 credits

694531S Changing Media Culture 5 credits

694532S Media Law and Ethics in the Media 5 credits

## Tutkintorakenteisiin kuulumattomat opintokokonaisuudet ja -jaksot

694531S: Changing Media Culture, 5 op  
 695103P: Communication Studies Portfolio, 2 op  
 695104P: Communication in Corporations and Other Organizations, 3 op  
 695101P: Graphic Design, 4 op  
 695106P: Intercultural Communication, 3 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  
 695107P: The Role of Information and Communication in Organization, 3 op  
 695102P: Web Publishing, 4 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

**Opintokohteen kielet:** Finnish

**Leikkaavuudet:**

ay694531S Changing Media Culture (OPEN UNI) 5.0 op

**ECTS Credits:**

5 credits

**Language of instruction:**

Finnish

**Learning outcomes:**

The student will have an understanding of the past, present and future development of media institutions and media use.

**Contents:**

Developments of Media Culture

**Learning activities and teaching methods:**

Lectures and literature

**Target group:**

Students of TIEMA, Master's Degree Programme in Business Communication, and Information Studies

**Assessment methods and criteria:**

Examination

**Grading:**

0-5

**Person responsible:**

Professor Erkki Karvonen

**Other information:**

For students of Information Studies, the scope of the course is 6 credits (including an additional essay).

**695103P: Communication Studies Portfolio, 2 op****Voimassaolo:** 01.08.2005 - 31.07.2008**Opiskelumuoto:** Basic Studies**Laji:** Course**Vastuuyksikkö:** Faculty of Humanities**Arvostelu:** 1 - 5, pass, fail**Opintokohteen kielet:** Finnish**ECTS Credits:**

2 credits

**Language of instruction:**

Finnish

**Timing:**

1st year

**Learning outcomes:**

The student will pull his/her know-how in Communication Studies together in a portfolio.

**Contents:**

Portfolio as a support in becoming an expert and as a tool for marketing the student's know-how.

**Learning activities and teaching methods:**

Lectures and exercises.

**Target group:**

Students of Master's Degree Programme in Business Communication.

**Recommended or required reading:**

To be handed out during teaching.

**Assessment methods and criteria:**

Building a portfolio

**Grading:**

0-5

**Person responsible:**

Lecturer/part-time teacher

**695104P: Communication in Corporations and Other Organizations, 3 op****Voimassaolo:** 01.08.2005 - 31.07.2008**Opiskelumuoto:** Basic Studies**Laji:** Course**Vastuuyksikkö:** Faculty of Humanities**Arvostelu:** 1 - 5, pass, fail**Opintokohteen kielet:** Finnish**ECTS Credits:**

3 credits

**Language of instruction:**

Finnish

**Timing:**

1st year

**Learning outcomes:**

The student will become familiar with the basics of the theory of communication in corporations and other organizations and with the process of communication, the emphasis being on internal communications.

**Contents:**

Particular emphasis is on internal communications in an organization.

**Learning activities and teaching methods:**

Lectures/book examination

**Target group:**

Students of Master's Degree Programme in Business Communication.

**Recommended or required reading:**

To be handed out during teaching.

**Assessment methods and criteria:**

Examination

**Grading:**

0-5

**Person responsible:**

Lecturer/part-time teacher

## 695101P: Graphic Design, 4 op

**Voimassaolo:** 01.08.2005 - 31.07.2008

**Opiskelumuoto:** Basic Studies

**Laji:** Course

**Vastuuyksikkö:** Faculty of Humanities

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

**Opintokohteen kielet:** Finnish

**ECTS Credits:**

4 credits

**Language of instruction:**

Finnish

**Timing:**

1st year

**Learning outcomes:**

The student will be able to understand entities formed by images, symbols and text, and to use the means of visual expression, composition and typography in his/her own work.

**Contents:**

The course familiarizes the student with the basics of designing a two-dimensional surface and the basics of visual design, typography and the use of colour and shapes. During the course, students will learn to use image processing and make-up programmes, and plan a small-scale online publication.

**Learning activities and teaching methods:**

Lectures and exercises.

**Target group:**

Students of Master's Degree Programme in Business Communication.

**Recommended or required reading:**

To be handed out during teaching.

**Assessment methods and criteria:**

Assignment

**Grading:**

Pass/fail

**Person responsible:**

Part-time teacher

## 695106P: Intercultural Communication, 3 op

**Voimassaolo:** 01.08.2005 - 31.07.2008

**Opiskelumuoto:** Basic Studies

**Laji:** Course

**Vastuuyksikkö:** Faculty of Humanities

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

**Opintokohteen kielet:** Finnish

**ECTS Credits:**

3 credits

**Language of instruction:**

Finnish

**Timing:**

1st year

**Learning outcomes:**

The student will become familiar with the basic concepts of intercultural communication, and develop the sensibility needed to recognize problems related to communication as well as the ability to analyse communication situations.

**Contents:**

Basic concepts of intercultural communication, and its significance in a modern society. Various cultural phenomena and characteristics in international contexts. Multicultural working communities.

**Learning activities and teaching methods:**

Lectures/book examination

**Target group:**

Students of TIEMA and Master's Degree Programme in Business Communication

**Recommended or required reading:**

To be handed out during teaching.

**Assessment methods and criteria:**

Examination

**Grading:**

0-5

**Person responsible:**

Lecturer/part-time teacher

**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 credits

**Language of instruction:**

Finnish

**Timing:**

1st year

**Learning outcomes:**

The student will have an understanding of the basic concepts and theories of communication and the meaning of communication in our everyday lives. The student will be able to recognize and analyze everyday communication.

**Contents:**

Basic concepts and theories in Communication

**Learning activities and teaching methods:**

Lectures and literature

**Target group:**

Students of TIEMA, Master's Degree Programme in Business Communication, and Information Studies

**Assessment methods and criteria:**

Examination

**Grading:**

0-5

**Person responsible:**

Professor Erkki Karvonen

**Other information:**

For students of Master's Degree Programme in Business Communication, and Information Studies, available as a 3-credit course.

## 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 credits

**Language of instruction:**

Finnish

**Timing:**

1st year

**Learning outcomes:**

The student will have an understanding of the basics of science communication, internal and public communication of science, popularization of science, public dissemination of science as well as the ways science is presented in the media.

**Contents:**

Basics of Science Communication

**Learning activities and teaching methods:**

Lectures and literature

**Target group:**

Students of TIEMA, Master's Degree Programme in Business Communication, and Information Studies

**Assessment methods and criteria:**

Examination

**Grading:**

0-5

**Person responsible:**

Professor Erkki Karvonen

**Other information:**

For students of Information Studies, available as a 3-credit course.

## 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 credits

**Language of instruction:**

Finnish

**Learning outcomes:**

The student will have an understanding of media self-regulation (Council for Mass Media, Guidelines for Journalists, YLE's Broadcasting Guidelines) as well as the laws and regulations governing the media. Special attention will be paid to copyrights.

**Learning activities and teaching methods:**

Lectures, group work and literature

**Target group:**

Students of TIEMA, Master's Degree Programme in Business Communication, and Information Studies

**Assessment methods and criteria:**

Group work and examination

**Grading:**

0-5

**Person responsible:**

Professor Erkki Karvonen

## 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:**

3 credits

**Language of instruction:**

Finnish

**Learning outcomes:**

The student will understand the importance of external communication as a tool for supporting various organizational activities, in particular those of an enterprise. The student will also understand the principles of reputation and brand management as well as the nature of organizational communication.

**Contents:**

External Organizational Communication

**Learning activities and teaching methods:**

Lectures

**Target group:**

Students of TIEMA, Master's Degree Programme in Business Communication, and Information Studies

**Assessment methods and criteria:**

Examination

**Grading:**

0-5

**Person responsible:**

Professor Erkki Karvonen

## 695107P: The Role of Information and Communication in Organization, 3 op

**Voimassaolo:** 01.08.2005 - 31.07.2008

**Opiskelumuoto:** Basic Studies

**Laji:** Course

**Vastuuyksikkö:** Faculty of Humanities

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

**Opintokohteen kielet:** Finnish

**Language of instruction:**

Finnish

**Timing:**

1st year

**Learning outcomes:**

The student will become familiar with the functions of information and communication in an organization, as well as the production of new information and information management.

**Contents:**

Information management and distribution of information in activities based on information; interaction, communications and creating new information in an organization environment; information leadership.

**Learning activities and teaching methods:**

Lectures with web material/book examination.

**Target group:**

Students of TIEMA and Master's Degree Programme in Business Communication

**Recommended or required reading:**

To be handed out during teaching.

**Assessment methods and criteria:**

Examination

**Grading:**

0-5

**Person responsible:**

Lecturer/part-time teacher

**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 credits

**Language of instruction:**

Finnish

**Learning outcomes:**

The student will have an understanding of the nature of web publishing and will be able to create a simple web publication.

**Contents:**

Basics of Web Publishing

**Learning activities and teaching methods:**

Lectures and exercises

**Target group:**

Students of TIEMA, Master's Degree Programme in Business Communication, and Information Studies

**Assessment methods and criteria:**

Assignment

**Grading:**

Pass/fail

**Person responsible:**

Professor Erkki Karvonen