

Course schedule MX0140: **Communication theory and strategy**, 15 credits

Responsible teacher and course coordinator: Lars Hallgren, lars.hallgren@slu.se

Other teachers:

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In this course there are two themes that run parallel but often hook into each other: Communication strategy-strategic communication, and communication theory. In the time table, the scheduled activities marked in bold are mandatory and absence from these will demand a complementary assignment. The other activities are there to support your learning and we strongly recommend that you attend and contribute to the discussion and reflections. When no activity is marked in the schedule, you are expected to work full time with literature studies, group work (needs to be coordinated with other group members) and assignments which constitute the examination of the course. Below we explain the different sub-modules of the course, and further instructions will be provided at Canvas:

Introduction lecture to each theoretical field: In the course book Craig and Muller, *Theorizing Communication*, 7 distinct traditions of communication theory are presented. We have clustered them together in a slightly different order than Craig and Muller, and will introduce each of the 7 traditions in a introductory lecture. In the first lecture we will introduce Rethoric, Cybernetic, and Social Psychology, in the second lecture we will introduce Semiotic, Phenomenology, and Socio-Cultural and in the last lecture we will introduce Critical theory and poststructuralism (the later is not mentioned by Craig and Muller). Suggested readings will be available on Canvas.

Literature seminars There will be 4 seminars with the aim to raise and discuss specific questions on how to make sense of the literature. The 1st seminar will address meta-theory and meta-discourse in general and the following 3 seminars will address the 3 communication theory clusters. As preparation of seminars you need to read suggested texts and formulate questions you find important to discuss. If possible, submit your questions in advance on canvas (instructions in Canvas). The seminar discussion will take place in 3 groups lead by Malte, Charly, and Lars.

Workshop Also tied to each theoretical cluster, we will conduct a workshop in which we analyse and discuss how the theoretical approaches of the week can be used to analyse and understand typical environmental communication situations and artifacts.

Interview project In a small group you will identify an organization which is doing environmental communication which you find interesting, contact a communication officer in the organization and conduct a semi structured interview with that person. The aim of the interview is to understand how they do communication and what principles, procedures and models which guide them when deciding how to do communication. How do they make sense of communication, change, society, the individual, and how these (implicit) theories guide communication strategic work. Or formulated differently; What is important for the communication officer when s/he decide how to conduct communication, and how does s/he explain why it is important? Groupformation will be based on what different areas of environmental communication which interests you most.

1st Communication strategy exercise In this exercise we make a first attempt to think strategically about communication. The exercise is performed in small groups and the result is presented in a plenary zoom session with a follow up joint discussion. The exercise serves as a base line of how we think about strategic communication in the beginning of the course.

2nd Communication strategy exercise In this exercise you will read and evaluate a communication strategy document produced by an organization working with environmental communication.

3rd Communication strategy exercise In this exercise you will write a communication strategy which investigates and suggests interventions of a situation of change which you find important. You also write a reflection paper on what communication theoretical positions you have taken and how they have influenced your strategic work. This is a group assignment. You will receive feed back on your text from another student group and revise the text before final submission.

Review essay In this essay you will discuss how communication is theorised in a research journal article and how the theoretical approach influence data generation and analysis.

Calender week	Monday	Tuesday	Wednesday	Thursday	Friday
45		<p>3/11 9-12 Course start, registration and introduction</p> <p>13-15 Lecture: The context of strategic communication CP, (MA) — MAKE GROUPS WED-FRI! 15 - 16 Introduction to 1st strategic communication exercise</p>	<p>4/11 09-16 Groupwork 1st communication strategy excersise. Self organized time.</p>	<p>5/11 09-16 Groupwork 1st communication strategy excersise. Self organized time.</p>	<p>6/11 9-12 Presentations communication strategy 1</p> <p>13 – 15 Lecture: Introduction communication theory; theory as a reflexive language of practice LH, MR</p>
46		<p>10/11 9-11 Seminar: Meta-discourses and meta-theory. Read in advance “Communication Theory as a Field” – R.Craig;. In small groups 11-12 Brief coordination meeting</p>		<p>12/11 9-14 Lecture: Introduction to Rethoric, Cybernetic and Semiotic</p>	<p>13/11 9-11 Lecture: Interview technique and method 11-12 Interview Exercise 14-16 Introduction 2nd and 3rd Communication Strategy Exercise</p>
47	<p>16/11 9-12 Seminar: Rhetoric, Cybernetic, Semiotic</p>	<p>17/11 9-12 reserve time</p>		<p>19/11 9-12 Workshop analyzing communication artifacts and situations with Rhethoric, Cybernetic and Semiotic</p>	<p>20/11 9-12 Delphine Levi Alvares in behalf of Zero Waste Europe</p>
48	<p>23/11 9-14 Lecture: Phenomenology, Socio-Cultural, Socio-Psychological</p>	<p>24/11 13-16 reserve time</p>		<p>26/11 9-12 Seminar Phenomenology, Socio-Cultural, Socio-Psychological 14-16 Workshop analyzing communication artifacts and situations with Phenomenology, Socio-Cultural, Socio-Psychological</p>	<p>27/11 9-12 Malin and Robert in behalf of Azote, Stockholm</p>
49	<p>30/11 9-12 Lecture: Critical theory and Post Structuralism</p>			<p>3/12 9-12 Seminar Critical theory and post structuralism 14-16 Workshop analyzing communication artifacts and</p>	<p>4/12 9-10 Lecture: Summing up traditions and perspectives, power etc, 10 - 11 Seminar or panel discussion</p>

				situations with Critical theory and Post Structuralism	11-12 Introduction to the Review Essay
50	7/12	8/12 9-12 Lecture: Communication strategy and strategic communication revisited CP 13-16 reserve time		10/12 9-12 Being strategic with the perspective of communication participants in mind LH 13-16 Intro to Peer Review	
51	14/12			17/12	
52	21/12 Deadline Submission of Review essay			24/12	
1					
2	4/1				
3	11/1 at 16.00: Deadline Submission Strategy assignment III for peer review		13/1 9-16 Presentations and Peer reviewdiscussion on Strategy assignment, course evaluation + goodbye fika		15/1 at 16.00: <i>Deadline submission Strategy assignment II and III revised version for grading</i>