

MX0154 Communication Theory and Strategy

HT2021/22: 2 Nov 21 – 16 Jan 22

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Activities that need to be passed to successfully complete the course:

	Description	Date	Grading
Examination 1	Take-home exam: review of XX academic articles from the perspective of its use of communication theory.	Start: Tue, 30 Nov, 9am. Submission: Wed, 8 Dec, 1pm.	Grade: U/3/4/5.
Examination 2	Oral examination: presentation and defense of a strategic plan for a communication activity; initially explored in a group.	Start: Tue, 14 Dec, 9am. Examination: Mon, 10 Jan; Tue, 11 Jan.	Grade: U/3(/4)/5.
Mandatory Events (offline)	Course Introduction	2 Nov, 4 Nov.	Grade: U/P.
	Laboratories	11, 12, 18, and 26 Nov; 16 Dec; 12 Jan.	Grade: U/P.

Legend:

Generic course activity, likely on campus.	Mandatory activity according to current planning. Marked: *
Course activity online. Marked: (online)	Anything related to examinations.
Weekends.	Non-weekend days that are off.

PRELIMINARY SCHEDULE (version: 12 Oct 2021)

Changes may be made in the order of activities or in the designation of mandatory events. We do not intend to add any course activities. From the first course day onwards, please only refer to the calendar on Canvas for course activities. There will be no on-campus activities between 18 December 2021 and 9 January 2022.

Morning (9-12)	Afternoon (13-16)	Assignments / Rooms
Mon, 1 Nov 21 Last day of Intro course. No activities planned.		
<i>CW1 — Introduction to communication, theory, strategy, and the environment</i>		
Tue, 2 Nov 21	*Registration, administration, introduction.	Establishing shared vocabulary (all day: Room X)
Wed, 3 Nov 21		
Thu, 4 Nov 21	*Presentations of student ideas	introduction to theorising communication (am: 01; pm: X)
Fri, 5 Nov 21 Day before All Saints. No teaching and learning activities according to SLU's Academic Calendar.		
Sat, 6 Nov 21		
Sun, 7 Nov 21		
<i>CW2 — Transmission and transaction</i>		
Mon, 8 Nov 21	Introduction to transmission and transaction perspectives on communication	(all day: X)
Tue, 9 Nov 21		
Wed, 10 Nov 21		
Thu, 11 Nov 21	*Lab: communication planning (online)	
Fri, 12 Nov 21	*Lab on theory #1	The limits of linear communication models (am: 01; pm: X)
Sat, 13 Nov 21		
Sun, 14 Nov 21		
<i>CW3 — Beyond transmission</i>		
Mon, 15 Nov 21	Introduction to constitutive and societal perspectives on communication	(all day: X)
Tue, 16 Nov 21		
Wed, 17 Nov 21		
Thu, 18 Nov 21	*Lab on theory #2	(am: X)
Fri, 19 Nov 21	(potentially lab or guest lecture)	What communicators do (all day: X)
Sat, 20 Nov 21		
Sun, 21 Nov 21		
<i>CW4 — Critiquing communication</i>		
Mon, 22 Nov 21	Critical engagement with communication (online)	
Tue, 23 Nov 21		
Wed, 24 Nov 21		
Thu, 25 Nov 21	Guest Lecture (online)	
Fri, 26 Nov 21	*Lab on theory #3	The uses of communication theory
Sat, 27 Nov 21		

Sun, 28 Nov 21		
	<i>CW5 — Metatheory</i>	
Mon, 29 Nov 21	Metatheory and metadiscourse of communication.	
Tue, 30 Nov 21		start Exam 1
Wed, 1 Dec 21		
Thu, 2 Dec 21	Exam Q&A (online)	
Fri, 3 Dec 21		
Sat, 4 Dec 21		
Sun, 5 Dec 21		
	<i>CW6 — Connecting theory and practice</i>	
Mon, 6 Dec 21		
Tue, 7 Dec 21		
Wed, 8 Dec 21		submission Exam 1
Thu, 9 Dec 21	Guest Lecture	The Practice of Communication
Fri, 10 Dec 21		
Sat, 11 Dec 21		
Sun, 12 Dec 21		
	<i>CW7 — Connecting theory and practice</i>	
Mon, 13 Dec 21	*Lab: strategies for communicative action	*Lab: metadiscourse of comm. documents
Tue, 14 Dec 21		start Exam 2
Wed, 15 Dec 21	Group consultations for Exam 2 (online)	
Thu, 16 Dec 21		Presentations of project ideas for Exam 2
Fri, 17 Dec 21		
Sat, 18 Dec 21		
Sun, 19 Dec 21		
	<i>CW8 — Preparation of project work & winter break — no activities on campus</i>	
Mon, 20 Dec 21	Exam Q&A (online)	
Tue, 21 Dec 21		
Wed, 22 Dec 21		
Thu, 23 Dec 21	Winter break according to SLU's Academic Calendar. No teaching and learning activities.	
Fri, 24 Dec 21		
Sat, 25 Dec 21		
Sun, 26 Dec 21		
Mon, 27 Dec 21		
Tue, 28 Dec 21		
Wed, 29 Dec 21		
Thu, 30 Dec 21		
Fri, 31 Dec 21		
Sat, 1 Jan 22		
Sun, 2 Jan 22		
	<i>CW10 — Individual project work / exam preparation—no activities on campus</i>	
Mon, 3 Jan 22		
Tue, 4 Jan 22		
Wed, 5 Jan 22	Exam Q&A (online)	
Thu, 6 Jan 22	Public holiday. No teaching and learning activities.	
Fri, 7 Jan 22		
Sat, 8 Jan 22		
Sun, 9 Jan 22		
	<i>CW11 — Final course week — Students expected back on campus.</i>	
Mon, 10 Jan 22	Oral Exams Day 1	examination of Exam 2
Tue, 11 Jan 22	Oral Exams Day 2	
Wed, 12 Jan 22	*Lab: being a communicator for a day	
Thu, 13 Jan 22		
Fri, 14 Jan 22	End of the course, feedback, and evaluation. (likely in Stockholm)	
Sat, 15 Jan 22		
Sun, 16 Jan 22		