

MX0158 Communication Theory and Strategy HT2024

01 November 2024 – 19 January 2024

Schedule version: 4 October 2024 — subject to minor changes till the course start, incl mandatory activities

Current room bookings: <https://cloud.timeedit.net/slu/web/stud1/ri1Y3XYQQ3wZ96Qv750Q6975y5Y77Z.html>

Legend:

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| in person activity | university-mandated holidays or lecture-free days | mandatory |
| online activity | examination | |
| On unmarked days, we expect students to do: readings, self-study, group work, and exam preparation! | | |

SCHEDULE

| | Morning (9-12) | Afternoon (13-16) | Notes |
|--|--|---|--|
| Mon, 28 Oct 24 | | | |
| Tue, 29 Oct 24 | | | |
| Wed, 30 Oct 24 | Previous Course | | |
| Thu, 31 Oct 24 | | | |
| CW0 | | | |
| Fri, 1 Nov 24 | | | Day before All Saints. No teaching activities. |
| Sat, 2 Nov 24 | | | |
| Sun, 3 Nov 24 | | | |
| CW1 — Getting Started with Communication (1) | | | |
| Mon, 4 Nov 24 | Registration, administration, introduction <i>Role-call, outline of the course, assignments, expectations, mandatory sessions, etc</i> | Workshop on different communication roles | mandatory <i>morning: Room O1 afternoon: Room Z</i> |
| Tue, 5 Nov 24 | Visit to Biotopia and Project Intro 10-13 @ Biotopia, Vasagatan 4, Uppsala | | mandatory |
| Wed, 6 Nov 24 | | | Ultuna Närlingslivsdag No teaching activities. |
| Thu, 7 Nov 24 | | | |
| Fri, 8 Nov 24 | Greenpeace presentation/workshop 10-12 @ SLU | Workshop: How to do/think/plan communication? | |
| Sat, 9 Nov 24 | | | |
| Sun, 10 Nov 24 | | | |
| CW2 — Getting Started with Communication (2) & Metadiscourse | | | |
| Mon, 11 Nov 24 | | Field Visit to Azote (Comm. Agency) 15-17 @ Azote, Sveavägen 118, Stockholm | |
| Tue, 12 Nov 24 | | | |
| Wed, 13 Nov 24 | | Project Presentations @ Biotopia <i>(in groups)</i> | mandatory <i>all</i> |
| Thu, 14 Nov 24 | | | |
| Fri, 15 Nov 24 | Introduction to Theorising Communication and Metadiscourse | | <i>Room O1 Room O1</i> |
| Sat, 16 Nov 24 | | | |
| Sun, 17 Nov 24 | | | |
| CW3 — Communication and Functionalism | | | |
| Mon, 18 Nov 24 | Introduction / Lectures: A functionalist view of communication | | <i>sal Z</i> |
| Tue, 19 Nov 24 | | | |
| Wed, 20 Nov 24 | | | |
| Thu, 21 Nov 24 | Literature Workshop | | <i>sal Z</i> |
| Fri, 22 Nov 24 | Theory and Practice Workshop | | mandatory <i>Sal O1</i> |
| Sat, 23 Nov 24 | | | |
| Sun, 24 Nov 24 | | | |
| CW4 — Communication and Interaction | | | |
| Mon, 25 Nov 24 | Introduction / Lectures: An interaction view of communication | | <i>sal Z</i> |
| Tue, 26 Nov 24 | | | |
| Wed, 27 Nov 24 | | | |
| Thu, 28 Nov 24 | Literature Workshop | | <i>sal O1</i> |
| Fri, 29 Nov 24 | Theory and Practice Workshop | | mandatory <i>sal Z</i> |

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|---|---|---|---|
| Sat, 30 Nov 24 | | | |
| Sun, 1 Dec 24 | | | |
| <i>CW5 — Communication and Society (1)</i> | | | |
| Mon, 2 Dec 24 | Introduction / Lectures: A societal view of communication | | <i>sal Z</i> |
| Tue, 3 Dec 24 | | | |
| Wed, 4 Dec 24 | Field Visit to Moderna Museet: Art and Communication 10-12 @ Moderna Museet, Exercisplan 4, Stockholm | | |
| Thu, 5 Dec 24 | Workshop on communication and society | | mandatory |
| Fri, 6 Dec 24 | | | <i>sal Z</i> |
| Sat, 7 Dec 24 | | | |
| Sun, 8 Dec 24 | | | |
| <i>CW6 — Communication and Society (2)</i> | | | |
| Mon, 9 Dec 24 | Literature Workshop | | <i>sal Z</i> |
| Tue, 10 Dec 24 | Theory and Practice Workshop | Introduction to Communication Culture | mandatory |
| Wed, 11 Dec 24 | Presenting skills with the Library (10-12) Maria Wiklund | | <i>sal Z</i> |
| Thu, 12 Dec 24 | Introduction to the Exams | Compensatory Workshop | afternoon mandatory for some |
| Fri, 13 Dec 24 | | | <i>sal Z</i> Start of written exam preparation |
| Sat, 14 Dec 24 | | | |
| Sun, 15 Dec 24 | | | |
| <i>CW7 — Written Exam</i> | | | |
| Mon, 16 Dec 24 | | | |
| Tue, 17 Dec 24 | | Digital Q&A about the Exams (13–14) | |
| Wed, 18 Dec 24 | | | |
| Thu, 19 Dec 24 | | | |
| Fri, 20 Dec 24 | | Theory: open book exam (13-17) Tentamenssal 2, Undervisningshuset | Start of oral exam preparation exam |
| Sat, 21 Dec 24 | | | |
| Sun, 22 Dec 24 | | | |
| Mon, 23 Dec 24 | Winter break according to SLU's Academic Calendar. No teaching and learning activities. | | |
| Tue, 24 Dec 24 | | | |
| Wed, 25 Dec 24 | | | |
| Thu, 26 Dec 24 | | | |
| Fri, 27 Dec 24 | | | |
| Sat, 28 Dec 24 | | | |
| Sun, 29 Dec 24 | | | |
| <i>CW8 — Individual projects / exam preparation</i> | | | |
| Mon, 30 Dec 24 | Winter break according to SLU's Academic Calendar. No teaching and learning activities. | | |
| Tue, 31 Dec 24 | | | |
| Wed, 1 Jan 25 | | | |
| Thu, 2 Jan 25 | | | |
| Fri, 3 Jan 25 | | | |
| Sat, 4 Jan 25 | | | |
| Sun, 5 Jan 25 | | | |
| <i>CW9 — Individual projects / exam preparation</i> | | | |
| Mon, 6 Jan 25 | Public holiday. | | |
| Tue, 7 Jan 25 | | | |
| Wed, 8 Jan 25 | | | |
| Thu, 9 Jan 25 | Workshop on Communication Culture | Peer Support for Oral Exam project | mandatory <i>Ratatosk, VHC (veterinary) building 5</i> |
| Fri, 10 Jan 25 | | | |
| Sat, 11 Jan 25 | | | |
| Sun, 12 Jan 25 | | | |