

## MX0154 Communication Theory and Strategy HT2022

### 01 November 2022 – 15 January 2023

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

	Description	Date	Grading
<b>Examination 1</b>	Take-home exam: review of 1 academic article regarding its use of communication theory.	Start: 25 Nov Submission: 2 Dec Resubmission dates: <b>15 Jan. + date in June</b>	Grade: U/3/4/5. 50% of total.
<b>Examination 2</b>	Oral examination: presentation and defense of a strategic plan for a communication activity; initially explored in a group.	Start: 15 Dec Examination: 9–11 Jan, sign-up by 20 Dec Retake dates: <b>25 Jan, sign-up by 15 Jan. + date in June, to be announced.</b>	Grade: U/3/4/5. 50% of total.
<b>Mandatory Events</b>	1st course week	1 Nov, 3 Nov	Grade: U/P.
	Literature Workshops	11 Nov, 18 Nov, 25 Nov (2 out of 3)	Grade: U/P.
	Communication Workshops	14 Nov, 9 Dec, 15 Dec (2 out of 3)	Grade: U/P.
	Project Work Presentations	14 Dec (necessitates project work 5–14 Nov)	Grade: U/P.

Current room bookings: <https://cloud.timeedit.net/slu/web/stud1/ri1Y3XYQQ3wZ46Qv750Q3795y5Y76Z.html>

<b>Legend:</b>	in person activity	university-mandated holidays or lecture-free days
	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, incl rooms
Mon, 31 Oct 22	Last day of Intro course. No activities planned.		
CW1 — Introduction to communication, theory, strategy, and the environment			
Tue, 1 Nov 22	<b>Registration, administration, introduction</b> <i>Role-call, outline of the course, assignments, expectations, mandatory sessions, etc</i>	<b>Talking about Talk</b> all <i>Talking in groups about some guiding questions of the course (based on course outline), then plenary discussion.</i>	ML <i>morning: Skara (A304 Ulls H); afternoon: C216 (Biocentrum)</i>
Wed, 2 Nov 22			
Thu, 3 Nov 22	<b>Workshop: Presentation and discussion</b>	M <b>Introduction to course topics</b> <i>* epistemology, theory, reflexivity, metadiscourse, practical theory (M) * transmission and transaction models and their assumptions (L)</i>	ML <i>morning: U; afternoon: R</i>
Fri, 4 Nov 22	Day before All Saints. No teaching activities.		
Sat, 5 Nov 22 Sun, 6 Nov 22			
CW2 — Transmission and transaction			
Mon, 7 Nov 22	<b>Introduction to transmission and transaction perspectives on communication</b> <i>* rhetorics (M) * cybernetics (M)</i>	<i>* sociopsychology (L) * introduction to the readings (M)</i>	<i>morning: O1; afternoon: O2</i>
Tue, 8 Nov 22			
Wed, 9 Nov 22	Ultuna Närlingslivsdag No teaching activities.		
Thu, 10 Nov 22			
Fri, 11 Nov 22	<b>Literature Workshop, Summary &amp; Critique</b> (end at 15) <i>Workshop.</i>	M <i>Reporting back from the labs, plenary discussion and slides.</i>	ML <i>morning: Z; afternoon: Y</i>
Sat, 12 Nov 22 Sun, 13 Nov 22			
CW3 — Beyond transmission			
Mon, 14 Nov 22	<b>Workshop 'Communication Challenges'</b> <i>with Azote (9.30–12.00)</i>	<b>Introduction to constitutive and societal perspectives on communication</b> <i>* sociocultural and hermeneutics (L) * reflections on EC concepts from sociocultural and sociopsychological perspectives</i>	<i>morning: O1; afternoon: O2</i>
Tue, 15 Nov 22	<b>Introduction continued</b> <i>* semiotics (M) * introductions to the readings (M)</i>		<i>online</i>
Wed, 16 Nov 22			
Thu, 17 Nov 22			

Fri, 18 Nov 22	<b>Literature Workshop, Summary &amp; Panel on 'what communicators do'</b> Workshop.	M	Reporting back from the labs, plenary discussion and slides. EC students doing an internship talk with us about communication, theory, and change.	ML	morning: Y; afternoon: O2
Sat, 19 Nov 22	CW4 — Critiquing communication & metadiscourse				
Sun, 20 Nov 22					
Mon, 21 Nov 22	<b>Critical engagement with communication &amp; metadiscourse</b> * critical theory (M) * late cybernetics (M)		* postmodernism (L) * introduction to the readings (M) * metatheory & metadiscourse (M)		morning & afternoon: Y
Tue, 22 Nov 22					
Wed, 23 Nov 22					
Thu, 24 Nov 22	<b>Art and/as EC @ Uppsala Konstmuseum (9-11)</b>	F			morning: Uppsala Konstmuseum (located in Uppsala Slott)
Fri, 25 Nov 22	<b>Literature Workshop &amp; Summary</b> Workshop. Reporting back from the workshop, plenary discussion, and slides.	M	<b>Panel 'engaging with theory' &amp; assignment intro</b> * being a critical-reflexive communicator? * panel conversation with EC researchers on theorising communication * intro of review assignment	all	Review Assignment: start morning: O2; afternoon: Y
Sat, 26 Nov 22	CW5 — Review assignment				
Sun, 27 Nov 22					
Mon, 28 Nov 22					
Tue, 29 Nov 22	<b>Assignment Q&amp;A (9-10)</b>	M			online
Wed, 30 Nov 22					
Thu, 1 Dec 22					
Fri, 2 Dec 22	Review Assignment: submit by 5pm				
Sat, 3 Dec 22	CW6 — Case study work				
Sun, 4 Dec 22					
Mon, 5 Dec 22	<b>Strategy Assignment Intro &amp; Context Briefing</b> * intro * nature interpretation (Eva Sandberg)		<b>Case Introduction @ Biotopia</b>		Strategy Assignment: start in groups morning: Skara (A304 Ulls H), afternoon: Biotopia (in town)
Tue, 6 Dec 22	<b>Shared reflection &amp; Problem Analysis</b>				morning: Sal H, Undervisningshuset
Wed, 7 Dec 22					
Thu, 8 Dec 22					
Fri, 9 Dec 22	<b>Academic Skills: Presenting (10-12, by Maria Wiklund)</b>		<b>Group consultations</b>	ML	morning: online; afternoon: online
Sat, 10 Dec 22	CW7 — Case study work presentations				
Sun, 11 Dec 22					
Mon, 12 Dec 22					
Tue, 13 Dec 22					
Wed, 14 Dec 22			<b>Project Presentations @ Biotopia (in groups)</b>		Strategy Assignment: presentations afternoon: Biotopia (in town)
Thu, 15 Dec 22	<b>Connecting Theory and Practice</b> * strategy documents as texts (M) * communication as practice (M) * practical theory (M) * evaluation (M)	M	<b>Metadiscourse workshop &amp; assignment intro</b>		Strategy Assignment: start indiv. morning: O1; afternoon: O2
Fri, 16 Dec 22					
Sat, 17 Dec 22	CW8 — Individual projects & winter break				
Sun, 18 Dec 22					

Mon, 19 Dec 22				
Tue, 20 Dec 22	<b>Assignment Q&amp;A</b> (9-10)	M		online
Wed, 21 Dec 22				
Thu, 22 Dec 22				
Fri, 23 Dec 22	Winter break according to SLU's Academic Calendar. No teaching and learning activities.			
Sat, 24 Dec 22				
Sun, 25 Dec 22				
Mon, 26 Dec 22				
Tue, 27 Dec 22				
Wed, 28 Dec 22				
Thu, 29 Dec 22				
Fri, 30 Dec 22				
Sat, 31 Dec 22				
Sun, 1 Jan 23				
CW10 — Individual projects / exam preparation				
Mon, 2 Jan 23				
Tue, 3 Jan 23				
Wed, 4 Jan 23	<b>Assignment Q&amp;A?</b> (9-10)	M		online
Thu, 5 Jan 23				
Fri, 6 Jan 23	Public holiday.			
Sat, 7 Jan 23				
Sun, 8 Jan 23				
CW11 — Final course week				
Mon, 9 Jan 23	Oral Exams #1		LM	Strategy Assignment: examination one examination will be c. 20 mins plus feedback
Tue, 10 Jan 23	Oral Exams #2		LM	
Wed, 11 Jan 23	Oral Exams #3		LM	
Thu, 12 Jan 23				rooms: A133, A134 (Ulls Hus)
Fri, 13 Jan 23	<b>wrapping up course</b>	<b>End of the course</b>	<b>feedback session</b>	all
Sat, 14 Jan 23				morning & afternoon: Z
Sun, 15 Jan 23				