

MX0158 Communication Theory and Strategy HT2023

31 October 2023 – 14 January 2024

Schedule version: 25 Oct 2023 — subject to minor changes until the course start

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

	Description	Date	Grading
Examination 1	Exam: review of 1 academic article regarding its use of communication theory.	Start of self-study: 29 Nov Exam: 5 Dec (13–17) — sign up required! Retake dates: late Jan + June	Grade: U/3/4/5. 50% of total.
Examination 2	Oral examination: presentation and defense of a strategic plan for a communication activity; initially explored in a group.	Start: 15 Dec Examination: 8–10 Jan — sign up required! Retake dates: late Jan + June	Grade: U/3/4/5. 50% of total.
Mandatory Events	1st course week	31 Oct, 2 Nov	Grade: U/P.
	Literature Workshops	10 Nov, 17 Nov, 24 Nov	Grade: U/P.
	Communication Workshops	9 Nov, 11 Dec, 15 Dec, 18 Dec	Grade: U/P.
	Compensatory Activity for missed Workshops	8 Dec (Theory), 11 Jan (Practice)	Grade: U/P.
	Project Work	7 Dec, 8 Dec, 14 Dec (<i>plus project work</i>)	Grade: U/P.

Legend:

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

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
Mon, 30 Oct 23	Last day of Intro course. No activities planned.		
<i>CW1 — Introduction to communication, theory, strategy, and the environment</i>			
Tue, 31 Oct 23	Registration, administration, introduction <i>Role-call, outline of the course, assignments, expectations, mandatory sessions, etc</i>	Talking about Talk (Workshop part 1) <i>Talking in groups about some guiding questions of the course (based on course outline), then plenary discussion.</i>	@ Undervisningshuset, Room O2
Wed, 1 Nov 23			
Thu, 2 Nov 23	Talking about Talk (Workshop part 2)	Introduction to course topics <i>* epistemology, theory, metadiscourse, communication models and assumptions</i>	@ Ulls Hus, Room R
Fri, 3 Nov 23			Day before All Saints. No teaching activities.
Sat, 4 Nov 23			
Sun, 5 Nov 23			
<i>CW2 — Transmission and transaction</i>			
Mon, 6 Nov 23	Introduction to transmission and transaction perspectives on communication <i>rhetorics; cybernetics (1)</i>	<i>sociopsychology</i>	
Tue, 7 Nov 23			
Wed, 8 Nov 23			Ultuna Närlingslivsdag No teaching activities.
Thu, 9 Nov 23	Workshop: Professional Communication <i>with Jenny Hansson</i>	workshop might be moved to the afternoon!	
Fri, 10 Nov 23	Literature Workshop, Summary & Critique <i>Literature workshop.</i>	<i>Workshop summary and thinking further.</i>	
Sat, 11 Nov 23			
Sun, 12 Nov 23			
<i>CW3 — Beyond transmission</i>			
Mon, 13 Nov 23	Introduction to constitutive and societal perspectives on communication <i>semiotics</i>	<i>sociocultural and hermeneutics</i>	
Tue, 14 Nov 23			
Wed, 15 Nov 23			
Thu, 16 Nov 23			Excursion to a communication bureau <i>(14-17)</i>
Fri, 17 Nov 23	Literature Workshop, Summary <i>Literature workshop.</i>	<i>Workshop summary and thinking further.</i>	@ Azote, Stockholm (near Odenplan)
Sat, 18 Nov 23			
Sun, 19 Nov 23			
<i>CW4 — Critiquing communication</i>			
Mon, 20 Nov 23	Critical engagement with communication <i>cybernetics (2); intro to critical theory</i>	<i>postmodernism</i>	
Tue, 21 Nov 23	Art and Environmental Communication <i>(10-12)</i>		@ Moderna Museet, Stockholm
Wed, 22 Nov 23			
Thu, 23 Nov 23	Critical Theory and Communication <i>with Cristián Alarcón Ferrari (10–12)</i>		
Fri, 24 Nov 23	Literature Workshop, Summary		

	Literature workshop.	Workshop summary and thinking further.	
Sat, 25 Nov 23 Sun, 26 Nov 23			
	CW5 — Review assignment		
Mon, 27 Nov 23			
Tue, 28 Nov 23	Introduction to the Exam <i>Room Skara (above Ulls Hus reception)</i>	Metatheory & Metadiscourse <i>with Robert Craig</i>	
Wed, 29 Nov 23			Theory: start of self-study
Thu, 30 Nov 23			
Fri, 1 Dec 23			
Sat, 2 Dec 23 Sun, 3 Dec 23			
	CW6 — Case study work		
Mon, 4 Dec 23			
Tue, 5 Dec 23		Theory: open book exam (13-17)	@ Tentamenssal 2, Underv.huset
Wed, 6 Dec 23			
Thu, 7 Dec 23	Case Introduction @ Biotopia	Context Briefing on Nature Interpretation <i>with Eva Sandberg (14–16)</i>	Strategy: start group part morning: @ Biotopia (in town)
Fri, 8 Dec 23	Shared reflection & Problem Analysis	Compensatory Workshop	
Sat, 9 Dec 23 Sun, 10 Dec 23			
	CW7 — Case study work presentations		
Mon, 11 Dec 23	Academic Skills: Presenting <i>(10-12, by Maria Wiklund)</i>		
Tue, 12 Dec 23	Group consultations <i>(9-11)</i>		
Wed, 13 Dec 23			
Thu, 14 Dec 23		Project Presentations @ Biotopia <i>(in groups)</i>	Strategy: presentations all afternoon: @ Biotopia (in town)
Fri, 15 Dec 23	Connecting Theory and Practice	Metadiscourse workshop & assignment intro	Strategy: start individual part
Sat, 16 Dec 23 Sun, 17 Dec 23			
	CW8 — Individual projects & winter break		
Mon, 18 Dec 23	Workshop: Artificial Intelligence, Communication Theory, and Communication Strategy		
Tue, 19 Dec 23			
Wed, 20 Dec 23			
Thu, 21 Dec 23			
Fri, 22 Dec 23			
Sat, 23 Dec 23 Sun, 24 Dec 23 Mon, 25 Dec 23 Tue, 26 Dec 23 Wed, 27 Dec 23 Thu, 28 Dec 23 Fri, 29 Dec 23	Winter break according to SLU's Academic Calendar. No teaching and learning activities.		
Sat, 30 Dec 23 Sun, 31 Dec 23			
	CW10 — Individual projects / exam preparation		
Mon, 1 Jan 24	Public holiday.		
Tue, 2 Jan 24			
Wed, 3 Jan 24			
Thu, 4 Jan 24			
Fri, 5 Jan 24			
Sat, 6 Jan 24 Sun, 7 Jan 24			
	CW11 — Final course week		

Mon, 8 Jan 24	Oral Exams #1	Strategy: examination
Tue, 9 Jan 24	Oral Exams #2	one examination will be c. 20 mins plus feedback @ A133, A134, Ulls Hus
Wed, 10 Jan 24	Oral Exams #3	
Thu, 11 Jan 24	Compensatory workshop	
Fri, 12 Jan 24	End of the course	all
Sat, 13 Jan 24	wrapping up course	feedback session
Sun, 14 Jan 24		