Bachelor's programme Communication Science Year 1

<table>
<thead>
<tr>
<th>Academic Skills Tutoring</th>
<th>Introduction to Communication Science (12 EC)</th>
<th>Methods of Communication Research and Statistics (12 EC)</th>
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<td>In the first year you will attend tutoring meetings.</td>
<td>This introductory course is primarily focussed on the following two subjects: acquiring basic knowledge of communication theories and the development of academic skills. The lectures will mainly discuss the theoretical aspects of Communication Science. In the tutorials the theoretical knowledge will be applied in a practical way, with the aid of various assignments.</td>
<td>In this course you will learn about the various forms of research methods used in Communication Science. Other subjects of this course include: data collection, data analysis using descriptive statistics and scale construction. Furthermore, in small groups you will be taught how to conduct research and how to analyse and report your research results using statistics.</td>
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<td>These meetings focus on study skills and academic proficiency.</td>
<td>20 hours a week, including:</td>
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<td>The meetings treat various subjects including: academic conduct, academic skills, future career perspectives, and setting your own study goals.</td>
<td>• Lectures</td>
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<td>Besides the regular meetings, the tutors will also organize guest lectures.</td>
<td>• Tutorials</td>
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<td>• Seminars</td>
<td>• Digital workbook</td>
<td>• Computer lab sessions</td>
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<td>• Assignments</td>
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<td>• Digital workbook</td>
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Research Workshop I: Survey (6 EC)

In the first research workshop you will be introduced to the operationalization of concepts. You will also be taught how to make an effective questionnaire, by constructing and conducting your own survey.

20 hours a week, including:
• Lectures
• Tutorials
• Digital workbook

Research Workshop II: Content Analysis (6 EC)

The second research workshop focusses on content analysis. During this course you will gain practical experience conducting qualitative content analysis.

40 hours a week, including:
• Lectures
• Tutorials
• Digital workbook

Corporate Communication (6 EC)

Through the use of real examples and theories from the professional sector you will gain insight on how communication is used to obtain and maintain a strong reputation and a good foundation for corporate policies concerning various stakeholders.

20 hours a week, including:
• Lectures
• Tutorials
• Digital workbook

The Media Landscape (6 EC)

This course will make you familiar with the international media landscape. You will learn about the different societal factors that influence the work of a media professional. You will also study relevant theories about the relationship between media and society.

20 hours a week, including:
• Lectures
• Tutorials
• Digital workbook

Entertainment Communication (6 EC)

In this course you will study the effects of entertainment communication on individuals and groups using a combination of psychological and media perspectives.

20 hours a week, including:
• Lectures
• Tutorials

Philosophy of Science and Methodology (6 EC)

In this course you will study the history and development of science, including social sciences and communication science.

20 hours a week, including:
• Lectures
• Tutorials

Seminars
Assignments