# Bachelor’s programme Communication Science Year 1

## Introduction Communication Science

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12 EC

This introductory course is primarily focused 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.

## Methods of Communication Research and Statistics

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6 EC

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.

## Research Workshop 1: Survey

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6 EC

The third research process studies experimental research. You will follow various stages of the research process and practice reporting experimental research.

## Corporate Communication

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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.

## The Media Landscape

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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.

## Entertainment Communication

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6 EC

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## Philosophy of Science and Methodology

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6 EC

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

## Research Workshop 2: Content Analysis

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6 EC

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

### Note:

An average workweek is 40 hours and consists of lectures, tutorials, group evaluations, online exercises and home study.