



KURSPLAN

Sustainable Communication, 15 högskolepoäng

Sustainable Communication, 15 credits

Kurskod:	LHKR25	Utbildningsnivå:	Avancerad nivå
Fastställd av:	Utbildningschef 2015-05-21	Utbildningsområde:	Samhällsvetenskapliga området
Gäller fr.o.m.:	2015-08-17	Ämnesgrupp:	MK1
Version:	1	Fördjupning:	A1N
Diarienummer:	HJK 2015/1865-313	Huvudområde:	Medie- och kommunikationsvetenskap

Lärandemål

On completion of the course the student will be able to:

Kunskap och förståelse

- explain and problematize different perspectives and levels of communication and sustainability
- identify and explain communication processes and relations between society and individuals

Färdighet och förmåga

- demonstrate the ability to use concepts of sustainable communication in the production of information
- demonstrate the ability to design and formulate research problems within media ethnography

Värderingsförmåga och förhållningssätt

- demonstrate the ability to analyze and evaluate social responsibilities (CSR) of organizations in a communication context

Innehåll

- Media's role in a social and ecological sustainable society, including a global risk society
- Communication and relations between media, politics, science and public
- CSR (Corporate Social Responsibility), 'green washing', and 'green marketing'
- Media ethnographic fieldwork

Undervisningsformer

The teaching consists of lectures, seminars and exercises performed individually or in group.

The course uses a digital learning platform.

Students who have been admitted to and registered on a course have the right to receive tuition/supervision for the duration of the time period specified for the particular course to which they were accepted. After that, the right to receive tuition/supervision expires.

Undervisningen bedrivs på engelska.

Förkunskapskrav

General requirements and a Bachelor's degree (i.e. the equivalent of 180 ECTS credits at an accredited university) with at least 60 credits in media and/or communication studies, journalism, or equivalent. English proficiency is required. Exemption is granted from the requirement in Swedish.

Examination och betyg

Kursen bedöms med betygen A, B, C, D, E, FX eller F.

The grades A, B, C, D and E are all passing grades. For courses with more than one examination, students are given a final grade based on an overall assessment of all examinations included in the course. The final grade of the course is issued only when all course units have been passed.

The examination is based on tuition and course literature.

The examination must allow for students to be assessed on an individual basis. Students may not make a second attempt at any examination (or element of examination) already passed in order to receive a higher grade. Further information concerning assessment and grading criteria is provided in a study guide at course start.

If a student has failed the same examination three times, the student is entitled to request that the next examination is assessed and graded by a new examiner if possible. Such a request should be addressed to the Managing Director and be in writing.

If the contents and/or literature of the course is changed, examination according to the present course syllabus shall be offered during one year after the change. Students are guaranteed a minimum of three examination occasions, including the regular occasion. After that, examination according to the present course syllabus is granted on a case-by-case basis.

Should the course be terminated, examination shall be offered for two years after the final course occasion. Thereafter, examination is granted on a case-by-case basis.

For this course, the examination is based on:

- one group work with oral and written presentation,
- one discussion seminar and
- two individual written assignments.

Poängregistrering av examinationen för kursen sker enligt följande system:

Examinationsmoment	Omfattning	Betyg
Examination	15 hp	A/B/C/D/E/FX/F

Kursvärdering

The course is evaluated according to the regulations and guidelines for the first, second and third cycle education at Jönköping University.

Kurslitteratur

Berglez, Peter. (2013). *Global Journalism. Theory and Practice*. New York: Peter Lang Publishing. 180 sidor.

Boyce, Tammy & Lewis, Justin (2009). *Climate Change and the Media*. New York: Peter Lang Publishing. 260 sidor.

Coombs, Timothy & Holladay, Sherry J. (2012). *Managing Corporate Social Responsibility: A Communication Approach*. Chichester: Wiley-Blackwell. 200 sidor.

Cottle, Simon (2009). *Global Crisis Reporting: Journalism in the Global Age*. Maidenhead: Open University Press. 200 sidor.

Cox, Robert (2013). *Environmental Communication and the Public Sphere*. Los Angeles: Sage. 400 sidor.

Machin, David (2002). *Ethnographic Research for Media Studies*. London: Arnold. 280 sidor.

Phillips, L, Carvalho, A & Doyle, J (Eds.) (2012) *Citizen Voices. Performing Public Participation in Science and Environment Communication*. Bristol: Intellect. 231 p.

Artiklar 200 sidor.

Search and Write (2014). *Citing Sources – How to Create Literature References, APA (Harvard)*. University Library: Jönköping University. <http://hj.se/bibl/en/search--write/citing-sources---how-to-create-literature-references/apa-harvard.html>

Information material about Anti-Plagiarism at universities. *The Interactive Anti-Plagiarism Guide – Jönköping University*. <http://pingpong.hj.se/public/courseId/10565/publicPage.do>