



2020

Digital Content (CM2011)

TIMETABLE

Praktische informatie

Cursuscode

CM2011

Studiepunten

5 EC

Voertaal

Engels

Thema's

Bachelor 2 - International Bachelor Communication and Media

Aanmeldprocedure

IBCoM students via Osiris Student from 28-09-2020 till 14-10-2020. **Elective** and **Exchange** students via OSIRIS Case ("IBCoM Studyplan Term 2").

Secretariaat

Education Office ESHCC, M7-31, 010-4082482, educationoffice@eshcc.eur.nl

Cursusbeschrijving

Inhoud

For most of us, digital content is omnipresent in our lives: we consume it daily, but also produce it regularly. Posting a photo on Instagram, writing a review on Amazon, watching a video on YouTube, listening to a podcast, or reading the course description online: these are some everyday forms through which we engage with, consume, and produce digital content.

In this course, we take a look behind the scenes of digital content. Students will analyse how and what role digital content plays in the field of media and communication. In eight weeks, students will explore and reflect upon strategies and practices like digital storytelling, and various aspects of digital marketing. This theoretical foundation equips students to apply their knowledge to analyse various case studies. Moreover, students will put these theoretical insights to the test by working on a case of digital content creation themselves.



digital content creation themselves.

Leerdoelen

Students have knowledge and understanding of:

- The key developments and trends in and of digital content as a communication practice
- Critical perspectives and theories on digital content, media ethics and media literacy
- The relevance of digital content in the field of media and communication
- The various strategies and roles digital content can take within the field of media and communication

Students have developed skills to:

- Apply relevant theoretical insights to analyse digital content
- Critically reflect on existing digital content, in both verbal and written form
- Design and create digital content for a particular audience or stakeholder(s)
- Work in international and intercultural teams to evaluate and ameliorate a digital content case

Studiematerialen

Aanbevolen materiaal

- **Canvas**
Readings via Canvas and online resources.

Werkvormen

Werkvormen

- **Hoercollege**



- Hoorcollege
- Workshop

Onderwijsperiode

Inschrijfperiodes

- **Blok TERM 2**

Inschrijfperiode 28 september 2020 t/m 14 oktober 2020 23:59

Uitschrijfperiode t/m 18 januari 2021

Start onderwijs 9 november 2020

Docenten

Contactpersoon

- **dr. SMR Driessen**

Coördinator

- **dr. SMR Driessen**

Docent

- **dr. IM Derda**
- **dr. SMR Driessen**
- **IH Weber**
- **P Mashigo**
- **RS Rocha MSc**



Toetsen



Toetsvorm

group and individual assignments

Extra informatie

Disclaimer: this information is subject to alteration. Always check the course manual for the up to date details.

Toetsen (resultaat in OSIRIS)

- **Attendance**

Weging 0

- **Audience research**

Weging 20

- **Final assignment (group)**

Weging 40

- **Pitch**

Weging 20

- **Spreadable media**

Weging 20

Toetsinschrijving



Attendance

- **Blok TERM 2**

Audience research



Term

Weging 20

- **Spreadable media**

Weging 20

Toetsinschrijving



Attendance

- **Blok TERM 2**

Audience research

- **Blok TERM 2**

Final assignment (group)

- **Blok TERM 2**

Pitch

- **Blok TERM 2**

Spreadable media

- **Blok TERM 2**