



# Exchange programme Vrije Universiteit Amsterdam

Vrije Universiteit Amsterdam - Exchange programme Vrije Universiteit Amsterdam - 2024-2025

## Exchange

Vrije Universiteit Amsterdam offers many English-taught courses in a variety of subjects, ranging from arts & culture and social sciences, neurosciences and computer science, to economics and business administration.

The International Office is responsible for course approval and course registration for exchange students. For details about course registration, requirements, credits, semesters and so on, please [visit the exchange programmes webpages](#).

# Introduction to Communication Studies

Course Code	L_AABACIW102
Credits	6
Period	P1
Course Level	100
Language Of Tuition	English
Faculty	Faculty of Humanities
Course Coordinator	R. Prettner
Examiner	R. Prettner
Teaching Staff	R. Prettner, dr. R.A. Harder
Teaching method(s)	Seminar, Lecture

## Course Objective

- To acquire knowledge of prominent theories of communication;
- To acquire knowledge of the interdisciplinary nature of communication studies (intertwining psychological, sociological, and language theories);
- To learn how to read and interpret research literature;
- To apply knowledge of communication studies to relevant cases;
- To discuss and critically analyse communication theories and research.

## Course Content

The field of Communication Studies is interdisciplinary, which means that several different scientific approaches and methods are employed together, sometimes supporting and sometimes contradicting each other. As a result, many different theories of human communication have been developed, focusing on the language used in communication messages, communicators' psychological preoccupations, or societal effects of mediated communication. Several theories will be introduced and discussed with a focus on what the theories' advantages and limitations are, and on how the theories can be used to conduct communication research. Explanatory lectures will alternate with seminars, with a focus to both facilitating conceptual understanding and preparing for the exam.

## Additional Information Teaching Methods

During six weeks, two lectures a week will be given about the various communication theories. Besides the lectures, there will be one seminar every week to discuss assignments and prepare for the written examination. Seminar attendance is mandatory.

**Very important to note:** This course has seminars, but you cannot self-register for a group. If you want to know the times of all the workgroups, go to [rooster.vu.nl](https://rooster.vu.nl), click on the options at the right-hand side of the course title and select 'Choose groups'. In the first week, your specific seminar group will be assigned by the course coordinator.

## Method of Assessment

Weekly assignments and weekly quizzes will comprise 30% of the grade. At the end of the course, there will be a written exam, worth 70% of the grade.

## Literature

Griffin, Emory A., Ledbetter, Andrew, & Sparks, Glenn. (2023). A first look at communication theory (11th ed.). McGraw-Hill Education.

## Additional Information Target Audience

First-year Bachelor's students in Communication and Information Studies (CIS).

## Additional Information

The Griffin, Ledbetter, & Sparks (2023) textbook will also be used in the course Language, Media and Communication in period 2.