



# 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](#).

# Media Use in Organizational Contexts

Course Code	L_AABACIW113
Credits	6
Period	P5+6
Course Level	100
Language Of Tuition	English
Faculty	Faculty of Humanities
Course Coordinator	R. Prettner
Examiner	R. Prettner
Teaching Staff	R. Prettner, E.M. Wagelaar MA
Teaching method(s)	Lecture, Seminar

## Course Objective

In this course, you will reflect on organizations' uses of different (digital) communication modes to fulfill different tasks. Focusing predominantly on persuasive communication, you will study how organizations use different modes of communication to convince their target audiences to change opinions, attitudes, and behaviors. To this end, you will get insights into theories of digital communication, persuasion, and behavior change. In addition, you will familiarize yourself with qualitative/ethnographic research methods, such as (online) participant observation, in-depth interviews, and focus groups. In the last weeks of the course, you will learn about state-of-the-art research in the field of language and communication. You will apply your new found knowledge in a research project. You get acquainted with real-world communication problems and develop the skills to solve these problems through scientific research. You will deliver several assignments and present your research project in a creative and scientific way.

## Course Content

Spanning from Period 5 through Period 6, this course consists of three building blocks of three weeks each. Each building block is connected to one or more learning goals. Across building blocks, you will be provided with knowledge about different qualitative/ethnographic research methods and frameworks for data analysis. You will apply theoretical and methodological insights in a research project. At the conclusion of the course, you will present your research project.

**In Block 1**, you lay the theoretical foundation for this course, focusing on theories of computer-mediated communication, social media use in organizational contexts, persuasion, and behavior change.

Learning goal(s): Get acquainted with different theoretical frameworks to study organizational communication; Discover semi-structured interviews as a methodological instrument; Use these theoretical and methodological insights and to develop a social media post in the context of health and sustainability.

**In Block 2**, you familiarize yourselves with the practical (research) questions that real-life organizations have about communication; you develop and execute a research plan to answer these organizations' research questions.

Learning goal(s): Get to know research questions from real-life organizations; Discover participant observation, thinking aloud, and the plus-minus research method; Develop and execute a research plan with a group of students; present your research in a creative, scientifically as well as societally relevant way.

**In Block 3**, you get to know more about state-of-the-art communication research. You discuss research articles (in groups of students), focusing on the theories and (qualitative) research methods used. What can we learn from these contemporary works?

Learning goal(s): Familiarize yourself with state-of-the-art communication research; Critically reflect on the (dis)advantages of the theoretical and methodological choices made; Use these insights for your own research project in organizational communication.

## Additional Information Teaching Methods

One lecture and one seminar (mandatory attendance) per week will be scheduled in period 5 (Block 1 and 2). In period 6 (Block 3), students will work on their own research project and discuss contemporary research in a weekly seminar (mandatory attendance).

## Method of Assessment

Two individual assignments (together: 50%) and one group assignment (50%). Participation in the discussion of contemporary research (group assignment, pass/fail), and mandatory attendance (pass/fail). All assignments should be graded with minimally 5.5 out of 10 points.

To pass the course, all assignments must be marked complete ('pass' OR a minimum of 5.5 out of 10 points). Grades will be published on Canvas. If you fail one or more assignments, you must take a re-sit for the assignment(s).

## Additional Information Target Audience

First-year students of Communication and Information Studies (specialization 'Language and Media') and other interested students.