



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](#).

Language, Media and Communication

Course Code	L_AABACIW104
Credits	6
Period	P2
Course Level	100
Language Of Tuition	English
Faculty	Faculty of Humanities
Course Coordinator	dr. W.G. Reijnierse
Examiner	dr. W.G. Reijnierse
Teaching Staff	dr. W.G. Reijnierse, dr. R.A. Harder
Teaching method(s)	Lecture, Seminar

Course Objective

- Students gain insight into theories of interpersonal communication.
- Students can apply interpersonal communication theories to actual instances of technology mediated communication such as text messaging, social media posts, and video-mediated conversations.
- Students understand how media affordances affect communication processes and language use.
- Students gain insight into the design of media messages and their effects on an audience.
- Students understand how the form and the context of media messages shape their interpretation.

Course Content

In this course, students will develop an understanding of the dynamics between different media types and language use. Specifically, the affordances of the medium determine possibilities for communication between participants and the ways in which language is used. During the course, students will learn to analyse the form and context of media messages using different communication theories, such as social penetration theory, uncertainty reduction theory, and context collapse.

Additional Information Teaching Methods

During six weeks, there will be one explanatory lecture, one seminar, and one student-organised group meeting per week. During the seminars, attention will be paid to understanding and applying the central notions of the course readings and preparing for the exam. Seminar attendance is mandatory.

Very important: This course has seminars, but you cannot self-register for a group. If you want to know the times of all the seminars, go to 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 that students complete in groups 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 G. (2023). *A First Look at Communication Theory* (11th edition). McGraw Hill Education.

A selection of research articles will be announced on the Canvas site of the course.

Additional Information Target Audience

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

Additional Information

This course builds on the course Introduction to Communication Studies (L_AABACIW102) delivered in period 1.