

# Opasraportti

## Master's Degree Programme in Science Communication (2016 - 2017)

### Master's Degree Programme in Science Communication (TIEMA)

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### Admission requirements

Students with a Bachelor's, or a higher level University Degree can apply to take Science Communication as a major subject leading to the MA degree. Students with a Bachelor's Degree from a University of Applied Sciences are also eligible applicants if their degree is in Communications or Media. In addition, students who have completed a similar degree abroad are also eligible applicants. Along with fluency in spoken and written language and an interest in the media and the world of science, selected students are expected to show motivation and a commitment to attending classes regularly. Students are selected on the basis of their previous grades, an application, and an interview. A total of 15 new students will be accepted into the programme every second year (2015, 2017). The teaching language of the programme is Finnish.

### Study Counselling

Study counselling is provided by the TIEMA Coordinator (+358 29 448 3322), the Professor of Information Studies and Communication Studies (+358 29 448 3352) and the University Lecturer of History of Science and Ideas (+358 29 448 3304).

### Master's Degree Programme in Science Communication

The role of science, research, and technology is becoming increasingly important, both from the social and economic viewpoints. Thus, it is extremely important that the public and the decision-makers have access to information about science that is both current and understandable. The Master's Degree Programme in Science Communication (TIEMA) is designed to meet this requirement by providing its students with an opportunity to become experts in the communication and popularisation of science. The TIEMA Degree aims to facilitate students' practical communication skills, as well as their understanding of scientific knowledge.

By learning to understand the nature of the media and the scientific community, as well as the language inherent in them, the students of TIEMA will gain the ability to work as mediators between science and the media. The students will learn to think analytically, use various appliances, retrieve, manage, and produce information effectively, and work independently on projects.

The two-year Programme is comprised of 120 ECTS credits, leading to the completion of the MA degree, with the possibility of continuing towards a Ph.D. The TIEMA Programme is organised by the Faculty of Humanities of the University of Oulu, and it is run jointly by the subjects of History of Science and Ideas and Information Studies.

### **Employment prospects**

Students are provided with the necessary skills and knowledge to qualify for employment in scientific journalism, content production and other areas of science communication. Upon graduating, students can pursue careers in the public, private and non-profit sectors, either as employees, freelancers or entrepreneurs.

### **Learning outcomes of the Programme**

Upon completing the TIEMA programme, students will have the theoretical knowledge and practical skills necessary to be able to engage in the public communication of science. Students will be aware of the differences between the communication practices in science and in journalism, they will be able to popularise scientific research results and translate the language of science into accessible, everyday language. Students will be able to demonstrate knowledge and understanding of the practices and key issues in modern and more traditional science communication. Students will have the basic practical skills required in the communication of science and the use of various media. Students will also be familiar with the history of science, the philosophy of science, the sociology of science, science education, the politics of science, as well as the ethics of science and communication. Students will be able to seek information from various sources and databases of scientific information. Students will be able to apply various methods in communication research and the study of science. Students will also be able to formulate and define a relevant research problem, carry out research on their topic, and present it in the form of a written Master's (Pro Gradu) thesis. Students will be able to present and discuss their scientific research together with fellow students and thesis supervisors in seminars and workshops. Students will also have an overview of the professions and work opportunities in the field of science communication.

### **Courses**

#### *Compulsory courses:*

695100P Introduction to Communication Studies, 5 ECTS cr

694597S Introduction to Science Communication, 5 ECTS cr

694531S Changing Media Culture, 5 ECTS cr

694532S Media Law and Ethics in the Media, 5 ECTS cr

694533S Communication Research, 5 ECTS cr

694643S History and Politics of Science, 5 ECTS cr

694644S Sociology and Philosophy of Science, 5 ECTS cr

694645S Publicity and Ethics of Science, 5 ECTS cr

694646S Information Skills and Scientific Communication, 5 ECTS cr

694647S Web Publishing, 5 ECTS cr

694648S Journalism Workshop, 10 ECTS cr

694649S Television Workshop, 5 ECTS cr

694650S Radio Workshop, 5 ECTS cr

694544S Communication and PR Workshop, 5 ECTS cr

694652S Science Education and Science Visualisation, 5 ECTS cr

694653S Publication Design, 5 ECTS cr

694549S Pro Gradu Thesis and Seminar, 35 ECTS cr

694527S Maturity Test (Master's Degree Programme in Science Communication), 0 ECTS cr

*Optional courses:*

695105P PR-Communication, 5 ECTS cr

694651S Practices in Communications, 5-10 ECTS cr

694528S Business Plan of a Communications Entrepreneur, 5 ECTS cr

694529S Work Practice, 5 ECTS cr

## Tutkintorakenteet

### Master's Degree/Science Communication M.Sc. Program

Tutkintorakenteen tila: published

Lukuvuosi: 2016-17

Lukuvuoden alkamispäivämäärä: 01.08.2016

### Master's Degree/Science Communication M. Sc. Program

#### Science Communication 120 op (vähintään 120 op)

A115103: Science communication, advanced studies, 120 op

*Compulsory*

695100P: Introduction to Communication Studies, 5 op

694597S: Introduction to Science Communication, 5 op

694531S: Changing Media Culture, 5 op

694532S: Media Law and Ethics in the Media, 5 op

694533S: Communication Research, 5 op

*Compulsory 20 ECTS cr*

694645S: Publicity and Ethics of Science, 5 op

694643S: History and Politics of Science, 5 op

694644S: Sociology and Philosophy of Science, 5 op

694646S: Information Skills and Scientific Communication, 5 op

*Compulsory 40 ECTS cr*

694648S: Journalism Workshop, 10 op  
 694649S: Television Workshop, 5 op  
 694650S: Radio Workshop, 5 op  
 694647S: Web Publishing, 5 op  
 694544S: Communication and PR Workshop, 5 op  
 694653S: Publication Design, 5 op  
 694652S: Science Education and Science Visualisation, 5 op

*Compulsory 35 ECTS cr*

694549S: Pro Gradu Thesis and Seminar, 35 op  
 694527S: Maturity Test (Master's Degree Programme in Science Communication), 0 op

*Elective studies*

695105P: PR-Communication, 5 op  
 694651S: Practices in Communications, 5 - 10 op  
 694529S: Work Practice, 5 op  
 694528S: Business Plan of a Communications Entrepreneur, 5 op

## Opintojaksojen kuvaukset

### Tutkintorakenteisiin kuuluvien opintokohteiden kuvaukset

#### **A115103: Science communication, advanced studies, 120 op**

**Opiskelumuoto:** Advanced Studies

**Laji:** Study module

**Vastuuyksikkö:** Faculty of Humanities

**Arvostelu:** 1 - 5, pass, fail

**Opintokohteen kielet:** Finnish

**Assessment methods and criteria:**

Read more about [assessment criteria](#) at the University of Oulu webpage.

*Compulsory*

**695100P: Introduction to Communication Studies, 5 op**

**Voimassaolo:** 01.08.2005 -

**Opiskelumuoto:** Basic Studies

**Laji:** Course

**Vastuuyksikkö:** Faculty of Humanities

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Erkki Karvonen

**Opintokohteen kielet:** Finnish

**Leikkaavuudet:**

ay695100P Introduction to Communication Studies (OPEN UNI) 5.0 op

**ECTS Credits:**

5 ECTS credits / 135 hours of work

**Language of instruction:**

Finnish

**Timing:**

1<sup>st</sup> year, period I

**Learning outcomes:**

Upon completion of the course, students will be able to explain communication from several points of view. Students will be able to interpret communication from the viewpoints of information transmission, community creation, and meaning construction. Students will be able to explain the ways in which people are influenced by communication and in which various messages are received. Students will be able to outline the historical development of the media as well as various approaches and schools of communication research. Students will be able to recognise, analyse, and evaluate various communication methods used e.g. in advertisements and journalistic representations. They will be able to apply communication research to new communicational situations and plan their own communication activities on the basis of the learnt principles.

**Contents:**

Basic concepts and theories of Communication Studies

**Mode of delivery:**

Contact teaching, independent study

**Learning activities and teaching methods:**

Lectures 18h / independent study 117h

**Target group:**

Students of TIEMA, students minoring in Communication Studies, and students of Information Studies

**Prerequisites and co-requisites:**

None

**Recommended or required reading:**

Kurnelius, Risto: *Viestinnän vallassa* (2003 or newer), and web material: Karvonen, Erkki: Johdatus viestintätieteisiin (<http://www.uta.fi/viesverk/johdviest/johdatus.html>)

**Assessment methods and criteria:**

Lecture and book exam

**Grading:**

The course uses a numerical grading scale 1–5. In the numerical scale, 0 (zero) means fail.

**Person responsible:**

Professor Erkki Karvonen

**Working life cooperation:**

None

**694597S: Introduction to Science Communication, 5 op**

**Voimassaolo:** 01.08.2007 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Faculty of Humanities

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Erkki Karvonen

**Opintokohteen kielet:** Finnish

**Leikkaavuudet:**

ay694597S Introduction to Science Communication (OPEN UNI) 5.0 op

**ECTS Credits:**

5 ECTS credits / 135 hours of work

**Language of instruction:**

Finnish

**Timing:**

1<sup>st</sup> year, period II

**Learning outcomes:**

Upon completion of the course, students will be able to explain the key issues in the public communication of science. They will be able to explain how internal and external communication of science works, how science is popularised, how science is disseminated, and how science is represented in the media. Students will be able to recognise the different cultures of science and journalism. They will be familiar with the principles of writing a press release aimed at the media and the public.

**Contents:**

Basics of science communication

**Mode of delivery:**

Contact teaching, independent study

**Learning activities and teaching methods:**

Lectures 18 h / independent study 117 h

**Target group:**

Students of TIEMA, students minoring in Communication Studies and students of information studies

**Recommended or required reading:**

*Julkaise tai tuhoudu! : johdatus tieteelliseen viestintään* / Erkki Karvonen, Terttu Kortelainen & Jarmo Saarti. Julkaistu: Tampere : Vastapaino, 2014

*Tieteen yleistajuistaminen*. Edited by Strellman, Urpu and Vaattovaara, Johanna. Helsinki: Gaudeamus, 2013.

**Assessment methods and criteria:**

Lecture and book exam

**Grading:**

The course uses a numerical grading scale 1–5. In the numerical scale, 0 (zero) means fail.

**Person responsible:**

Professor Erkki Karvonen

**Working life cooperation:**

None

**694531S: Changing Media Culture, 5 op**

**Voimassaolo:** 01.08.2007 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Faculty of Humanities

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Erkki Karvonen

**Opintokohteen kielet:** Finnish

**Leikkaavuudet:**

ay694531S Changing Media Culture (OPEN UNI) 5.0 op

**ECTS Credits:**

5 ECTS credits / 135 hours of work

**Language of instruction:**

Finnish

**Timing:**

2<sup>nd</sup> year, period I

**Learning outcomes:**

Upon completion of the course, students will be able to explain the media and media culture as social, economic and technological phenomena. They will be able to explain the historical changes and current trends in media and journalism. Students will be able to interpret communication cases in terms of entertainment theory, the theory of public sphere, freedom of speech, social responsibility in communication, and the power of the media.

**Contents:**

Developments of media culture

**Mode of delivery:**

Contact teaching, independent study

**Learning activities and teaching methods:**

Lectures 18 h / independent study 117 h

**Target group:**

Students of TIEMA, students minoring in Communication Studies, and students of Information Studies

**Recommended or required reading:**

Väliverronen, Esa (ed.): *Journalismi murroksessa*. 2009

OR:

Gripsrud, Jostain: *Understanding Media Culture*. 2001 (Or in Swedish *Mediakultur – mediasamhälle*, 1999)

OR:

Gorman, Lyn and McLean, David: *Media and Society in the Twentieth Century*. 2003

**Assessment methods and criteria:**

Lecture and book exam

**Grading:**

The course uses a numerical grading scale 1–5. In the numerical scale, 0 (zero) means fail.

**Person responsible:**

Professor Erkki Karvonen

**Working life cooperation:**

None

**694532S: Media Law and Ethics in the Media, 5 op**

**Voimassaolo:** 01.08.2007 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Faculty of Humanities

**Arvostelu:** 1 - 5, pass, fail

**Opintokohteen kielet:** Finnish

**Leikkaavuudet:**

ay694532S Media Law and Ethics in the Media (OPEN UNI) 5.0 op

**ECTS Credits:**

5 ECTS credits / 135 hours of work

**Language of instruction:**

Finnish

**Timing:**

2<sup>nd</sup> year, period II

**Learning outcomes:**

Upon completion of the course, students will be able to evaluate journalistic activities on the basis of the ethical guidelines for journalists and the most important aspects of communications legislation. They will be able to distinguish between legal, moral, and ethical issues in journalism. Students will be able to explain copyright legislation, in particular, with a view to the publication of textual and visual material. They will also be able to apply this knowledge to publishing decisions related to journalistic work.

**Contents:**

Media self-regulation (Council for Mass Media, Guidelines for Journalists, YLE's Broadcasting Guidelines) and the laws and regulations governing the media. Special attention will be paid to copyrights.

**Mode of delivery:**

Contact teaching, independent study

**Learning activities and teaching methods:**

Lectures 30h / Independent study 105h

**Target group:**

Students of TIEMA, students minoring in Communication Studies, and students of Information Studies

**Recommended or required reading:**

Material assigned during lectures

**Assessment methods and criteria:**

Group project and lecture and book exam

**Grading:**

The course uses a numerical grading scale 1–5. In the numerical scale, 0 (zero) means fail.

**Person responsible:**

Professor Erkki Karvonen

**Working life cooperation:**

No

**694533S: Communication Research, 5 op**

**Voimassaolo:** 01.08.2007 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Faculty of Humanities

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Erkki Karvonen

**Opintokohteen kielet:** Finnish

**Leikkaavuudet:**

ay694533S Communication Research (OPEN UNI) 5.0 op

**ECTS Credits:**

5 ECTS credits / 135 hours of work

**Language of instruction:**

Finnish

**Timing:**

1<sup>st</sup> or 2<sup>nd</sup> year

**Learning outcomes:**

Upon completion of the course, students will be able to explain the historical development of communication research, as well as analyse and compare various schools and approaches within it.

**Contents:**

Various schools within the communication research and their historical developments.

**Mode of delivery:**

Independent study

**Learning activities and teaching methods:**

Independent study 135 h

**Target group:**

Students of TIEMA, students minoring in Communication Studies, and students of Information Studies

**Recommended or required reading:**

Pietilä, Veikko: *Joukkoviestintätutkimuksen valtateillä. Tutkimusalan kehitystä jäljittämässä*. Tampere: Vastapaino, 1997 ( or newer)

AND

Mörä, Tuomo, Salovaara-Moring, Inka & Valtonen, Sanna (ed.). *Mediatutkimuksen vaeltava teoria*. Helsinki: Gaudeamus, 2004.



**Assessment methods and criteria:**

Book exam

**Grading:**

The course uses a numerical grading scale 1–5. In the numerical scale, 0 (zero) means fail.

**Person responsible:**

Professor Erkki Karvonen

**Working life cooperation:**

None

*Compulsory 20 ECTS cr***694645S: Publicity and Ethics of Science, 5 op**

**Voimassaolo:** 01.08.2015 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Faculty of Humanities

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Kallinen, Maija Sinikka

**Opintokohteen kielet:** Finnish

**ECTS Credits:**

5 ECTS credits / 135 hours of work

**Language of instruction:**

Finnish

**Timing:**

2<sup>nd</sup> year

**Learning outcomes:**

Upon completion of the course, students will be able to evaluate various ethical approaches and problems related to scientists and science, as well as its public communication.

**Contents:**

The requirements, practices, and problems related to the public communication of science with a view to its popularisation and the scientific community.

**Mode of delivery:**

Contact teaching, independent study

**Learning activities and teaching methods:**

Lectures and exercises 30h / independent study 105h

**Target group:**

Students of TIEMA

**Recommended or required reading:**

Material assigned during lectures

**Assessment methods and criteria:**

Active participation

**Grading:**

Pass/Fail

**Person responsible:**

University Lecturer Maija Kallinen

**Working life cooperation:**

No

**694643S: History and Politics of Science, 5 op****Voimassaolo:** 01.08.2015 -**Opiskelumuoto:** Advanced Studies**Laji:** Course**Vastuuyksikkö:** Faculty of Humanities**Arvostelu:** 1 - 5, pass, fail**Opettajat:** Kallinen, Maija Sinikka**Opintokohteen kielet:** Finnish**ECTS Credits:**

5 ECTS credits / 135 hours of work

**Language of instruction:**

Finnish

**Timing:**1<sup>st</sup> year**Learning outcomes:**

Upon completion of the course, students will be able to describe the key developments in scientific thinking from the antiquity to the present day. Students will also be able to recognise the greatest revolutions in scientific thinking and their importance to world views. Students will be able to define in general the terms of how Finnish science and university policies have developed over time and how the most important scientific institutions and the university system have developed, both structurally and administratively. Students will be able to interpret various programmes of science and university policies and evaluate related social background factors. Students will also be able to pinpoint the social prerequisites of various sciences.

**Contents:**

The history of science from the antiquity to the present day, and the main schools of Finnish university policies

**Mode of delivery:**

Contact teaching, independent study

**Learning activities and teaching methods:**

Lectures 30h / independent study 105h

**Target group:**

Students of TIEMA

**Recommended or required reading:**

Lectures and material assigned during the lectures

**Assessment methods and criteria:**

Lecture and book exam

**Grading:**

The course uses a numerical grading scale 1–5. In the numerical scale, 0 (zero) means fail.

**Person responsible:**

University Lecturer Maija Kallinen

**Working life cooperation:**

None

**694644S: Sociology and Philosophy of Science, 5 op****Voimassaolo:** 01.08.2015 -**Opiskelumuoto:** Advanced Studies**Laji:** Course**Vastuuyksikkö:** Faculty of Humanities

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Kallinen, Maija Sinikka

**Opintokohteen kielet:** Finnish

**ECTS Credits:**

5 ECTS credits / 135 hours of work

**Language of instruction:**

Finnish

**Timing:**

2<sup>nd</sup> year

**Learning outcomes:**

Students will have a general knowledge of philosophic theories of science and analysis of scientific argumentation, as well as different points of view of the study of science and the sociology of science. Students will be able to recognise the central theories of the philosophy of science, and they will be able to analyse scientific discourse. Students will be able to recognise and analyse the sociological factors of the interaction between science and society. Students will also be able to describe the key elements of the most important approaches in the sociology of science.

**Contents:**

The key concepts and theories of the philosophy of science and the sociology of science

**Mode of delivery:**

Contact teaching, independent study

**Learning activities and teaching methods:**

Lectures 30h / independent study 105h

**Target group:**

Students of TIEMA and students of Information Studies

**Assessment methods and criteria:**

Lecture and book exam

**Grading:**

The course uses a numerical grading scale 1–5. In the numerical scale, 0 (zero) means fail.

**Person responsible:**

University Lecturer Maija Kallinen

**Working life cooperation:**

None

**694646S: Information Skills and Scientific Communication, 5 op**

**Voimassaolo:** 01.08.2015 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Faculty of Humanities

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Erkki Karvonen

**Opintokohteen kielet:** Finnish

**ECTS Credits:**

5 ECTS credits / 135 hours of work

**Language of instruction:**

Finnish

**Timing:**

1<sup>st</sup> year, periods I–II

**Learning outcomes:**

Upon completion of the course, students will be able to conceptualise their themes for research into search terms. Students will be able to systematically search for scientific and other information and utilise a variety of databases and other web sources of information and their features. Students will know how to use the RefWorks software for handling references. Students will be able to use techniques for scientific information evaluation, and they will understand the concepts of scientific publishing activities. In addition, students will know how to evaluate the reliability of other information sources.

**Contents:**

The theory of information gathering. Techniques for searching databases and other information sources. Saving information searches, alert services and news feeds. Different publishing channels and types. The evaluation of scientific publications and other information sources. RefWorks software.

**Mode of delivery:**

Contact teaching, independent study

**Learning activities and teaching methods:**

Lectures and exercises 34h / independent study 101h

**Target group:**

Students of TIEMA

**Recommended or required reading:**

Karvonen, E., Kortelainen T. and Saarti J. : *Julkaise tai tuhoutu. Johdatus tieteelliseen viestintään*, 2014

**Assessment methods and criteria:**

Active participation and literature examination

**Grading:**

Pass/Fail

**Person responsible:**

Professor Erkki Karvonen

**Working life cooperation:**

No

*Compulsory 40 ECTS cr***694648S: Journalism Workshop, 10 op**

**Voimassaolo:** 01.08.2015 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Faculty of Humanities

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Erkki Karvonen

**Opintokohteen kielet:** Finnish

**ECTS Credits:**

10 ECTS credits / 270 hours of work (in two parts)

**Language of instruction:**

Finnish

**Timing:**

1<sup>st</sup> year

**Learning outcomes:**

Upon completion of the course, students will be able to apply the principles of journalistic work and write journalistic texts on the basis of documents, databases, pictures, personal and background interviews, literature, and other sources.

**Contents:**

Journalistic work process

**Mode of delivery:**

Contact teaching, independent study

**Learning activities and teaching methods:**

Lectures and exercises 54h / independent study 216h

**Target group:**

Students of TIEMA

**Recommended or required reading:**

Material assigned during lectures

**Assessment methods and criteria:**

Active participation, written work

**Grading:**

The course uses a numerical grading scale 1–5. In the numerical scale, 0 (zero) means fail.

**Person responsible:**

Professor Erkki Karvonen

**Other information:**

The course will be completed in two parts, each consisting of 5 ECTS credits.

**694649S: Television Workshop, 5 op**

**Voimassaolo:** 01.08.2015 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Faculty of Humanities

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Erkki Karvonen

**Opintokohteen kielet:** Finnish

**ECTS Credits:**

5 ECTS credits / 135 hours of work

**Language of instruction:**

Finnish

**Timing:**

2<sup>nd</sup> year

**Learning outcomes:**

Upon completion of the course, students will know the basics of television technology and televised communication as well as the characteristics of televised communication. Students will be able to script a televised programme.

**Contents:**

The basics of television work in current affairs programming. Designing, interviewing for television, appearing in television, working image material into a programme. Scripting a current affairs televised programme.

**Mode of delivery:**

Contact teaching, independent study

**Learning activities and teaching methods:**

Lectures and exercises 54h / independent study 81h

**Target group:**

Students of TIEMA

**Recommended or required reading:**

Material assigned during lectures

**Assessment methods and criteria:**

Active participation, exercises and Lecture and book exam

**Grading:**

The course uses a numerical grading scale 1–5. In the numerical scale, 0 (zero) means fail.

**Person responsible:**

Professor Erkki Karvonen

**Working life cooperation:**

No

**Other information:**

The course is arranged in cooperation with OAMK.

**694650S: Radio Workshop, 5 op**

**Voimassaolo:** 01.08.2015 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Faculty of Humanities

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Erkki Karvonen

**Opintokohteen kielet:** Finnish

**ECTS Credits:**

5 ETCS credits / 135 hours of work

**Language of instruction:**

Finnish

**Timing:**

2<sup>nd</sup> year

**Learning outcomes:**

Upon completion of the course, students will know the basics of radio technology and radio communication as well as the characteristics of radio communication. Students will know how to produce radio programmes. Students will be able to use voice in a way that is required in radio broadcasting.

**Contents:**

The basics of radio journalism, broadcasting current issues and working in a studio setting. Radio expression, voice maintenance and voice altering

**Mode of delivery:**

Contact teaching, independent study

**Learning activities and teaching methods:**

Lectures and exercises 54h / independent study 81h

**Target group:**

Students of TIEMA

**Recommended or required reading:**

Material assigned during lectures

**Assessment methods and criteria:**

Active participation, exercises and assignments

**Grading:**

The course uses a numerical grading scale 1–5. In the numerical scale, 0 (zero) means fail.

**Person responsible:**

Professor Erkki Karvonen

**Working life cooperation:**

No

**Other information:**

The course is arranged in cooperation with OAMK.

**694647S: Web Publishing, 5 op**

**Voimassaolo:** 01.08.2015 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Faculty of Humanities

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Erkki Karvonen

**Opintokohteen kielet:** Finnish

**ECTS Credits:**

5 ECTS credits / 135 hours of work

**Language of instruction:**

Finnish

**Timing:**

1<sup>st</sup> year, periods III–IV

**Learning outcomes:**

Upon completion of the course, students will be able to create a simple web publication

**Contents:**

Basics of web publishing

**Mode of delivery:**

Contact teaching, independent study

**Learning activities and teaching methods:**

Lectures and exercises 30h / independent study 105h

**Target group:**

Students of TIEMA

**Recommended or required reading:**

Material assigned during lectures

**Assessment methods and criteria:**

Active participation, assignment

**Grading:**

Pass/Fail

**Person responsible:**

Professor Erkki Karvonen

**Working life cooperation:**

No

**694544S: Communication and PR Workshop, 5 op**

**Voimassaolo:** 01.08.2007 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Faculty of Humanities

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Erkki Karvonen

**Opintokohteen kielet:** Finnish

**Leikkaavuudet:**

ay694544S Communication and PR Workshop (OPEN UNI) 5.0 op

**ECTS Credits:**

5 ECTS credits / 135 hours of work

**Language of instruction:**

Finnish

**Timing:**

1<sup>st</sup> year

**Learning outcomes:**

Upon completion of the course, students will be able to draft a press release aimed to popularise science, and participate in communication strategy processes.

**Contents:**

The basics of PR and communication strategy processes

**Mode of delivery:**

Contact teaching, independent study

**Learning activities and teaching methods:**

Lectures and exercises 36h / independent study 99h

**Target group:**

Students of TIEMA

**Recommended or required reading:**

Material assigned during lectures

**Assessment methods and criteria:**

Active participation, written assignments

**Grading:**

The course uses a numerical scale 1–5. In the numerical scale 0 (zero) means fail.

**Person responsible:**

Professor Erkki Karvonen

**Working life cooperation:**

No

**694653S: Publication Design, 5 op**

**Voimassaolo:** 01.08.2015 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Faculty of Humanities

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Erkki Karvonen

**Opintokohteen kielet:** Finnish

**ECTS Credits:**

5 ECTS credits / 135 hours of work

**Language of instruction:**

Finnish

**Timing:**

1<sup>st</sup> year, periods 3–4

**Learning outcomes:**

Upon completion of the course, students will know how to design and produce publications using Adobe's InDesign and Photoshop software.



**Contents:**

The basics of Adobe's InDesign and Photoshop software

**Mode of delivery:**

Contact teaching, independent study

**Learning activities and teaching methods:**

Lectures and exercises 40h / independent study 95h

**Target group:**

Students of TIEMA

**Recommended or required reading:**

Material assigned during lectures

**Assessment methods and criteria:**

Active participation, exercises

**Grading:**

Pass/Fail

**Person responsible:**

Professor Erkki Karvonen

**Working life cooperation:**

No

**694652S: Science Education and Science Visualisation, 5 op**

**Voimassaolo:** 01.08.2015 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Faculty of Humanities

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Erkki Karvonen

**Opintokohteen kielet:** Finnish

**ECTS Credits:**

5 ECTS credits / 135 hours of work

**Language of instruction:**

Finnish

**Timing:**

1<sup>st</sup> year

**Learning outcomes:**

Upon completion of the course, students will be able to popularise science in different ways and to make it accessible and interesting especially to children and young people. Students will know the basics of photography, and they will know how to present science visually.

**Contents:**

The basics of science education and science visualisation

**Mode of delivery:**

Contact teaching, independent study

**Learning activities and teaching methods:**

Lectures, visitations and exercises 36h / independent study 99h

**Target group:**

Students of TIEMA

**Recommended or required reading:**

Material assigned during lectures

**Assessment methods and criteria:**

Active participation, written and visual assignments

**Grading:**

The course uses a numerical grading scale 1–5. In the numerical scale, 0 (zero) means fail.

**Person responsible:**

Professor Erkki Karvonen

**Working life cooperation:**

No

*Compulsory 35 ECTS cr***694549S: Pro Gradu Thesis and Seminar, 35 op**

**Voimassaolo:** 01.08.2007 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Diploma thesis

**Vastuuyksikkö:** Faculty of Humanities

**Arvostelu:** 1 - 5, pass, fail

**Opintokohteen kielet:** Finnish

**ECTS Credits:**

35 ECTS credits / 945 hours of work

**Language of instruction:**

Finnish

**Timing:**

1<sup>st</sup> and 2<sup>nd</sup> years

**Learning outcomes:**

Upon completion of the course, students will be able to carry out research in accordance with scientific practices. Students will be able to formulate a relevant research problem, seek corresponding research literature, choose appropriate methods and carry out research, working independently and in cooperation with their thesis supervisor. Students will be able to present their scientific research in a seminar and write their thesis utilising the principles of process writing.

**Contents:**

Seminar and individual meetings for discussion of research plans, drafts, and final versions of theses

**Mode of delivery:**

Contact teaching, independent study

**Learning activities and teaching methods:**

Seminar sessions and individual meetings 64h / independent study 881h

**Target group:**

Students of TIEMA

**Recommended or required reading:**

Material assigned during Seminar sessions

**Assessment methods and criteria:**

Active participation, Master's (Pro Gradu) Thesis

**Grading:**

The Master's (Pro Gradu) thesis is graded by a numerical scale 1–5. In the numerical scale, 0 (zero) means fail.

**Person responsible:**

Professor Erkki Karvonen

**Working life cooperation:**

No

**694527S: Maturity Test (Master's Degree Programme in Science Communication), 0 op**

**Voimassaolo:** 01.08.2007 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Faculty of Humanities

**Arvostelu:** 1 - 5, pass, fail

**Opintokohteen kielet:** Finnish

**ECTS Credits:**

0 ECTS credits

**Language of instruction:**

Finnish

**Timing:**

2<sup>nd</sup> year

**Learning outcomes:**

Students will be able to present the central methodology, results, and conclusions of their thesis in a way that is knowledgeable and summarised

**Mode of delivery:**

Independent study

**Learning activities and teaching methods:**

A summary of the student's thesis written in their native language

**Target group:**

Students of TIEMA

**Prerequisites and co-requisites:**

A submitted Master's (Pro Gradu) Thesis

**Assessment methods and criteria:**

A summary written of the thesis

**Grading:**

Pass/Fail

**Person responsible:**

Professor Erkki Karvonen

**Working life cooperation:**

No

**Other information:**

The summary is submitted into Laturi

*Elective studies*

**695105P: PR-Communication, 5 op**

**Voimassaolo:** 01.08.2005 -

**Opiskelumuoto:** Basic Studies

**Laji:** Course

**Vastuuyksikkö:** Faculty of Humanities

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Erkki Karvonen

**Opintokohteen kielet:** Finnish

**Leikkaavuudet:**

ay695105P PR-Communication (OPEN UNI) 5.0 op

**ECTS Credits:**

5 ETCS credits / 135 hours of work

**Language of instruction:**

Finnish

**Timing:**

2<sup>nd</sup> year, period III

**Learning outcomes:**

Upon completion of the course, students will be able to outline the developments of the theory and practice of organisational communication and PR. Students will be able to interpret various image-related issues from a number of viewpoints. Students will also be able to explain the principles of corporate social responsibility and cultivation of corporate reputation. Students will be able to explain various brand-building processes and the phenomenon of experience economy. Students will be able to explain how organizational communication should be managed in crisis situations. Students will also be able to apply various communication theories to single cases.

**Contents:**

External organisational communication

**Mode of delivery:**

Contact teaching, independent study

**Learning activities and teaching methods:**

Lectures 18h / independent study 117h

**Target group:**

Students of TIEMA, students minoring in Communication Studies, and students of Information Studies.

**Prerequisites and co-requisites:**

None

**Recommended or required reading:**

Cornelissen, Joep: *Corporate communication: a guide to theory and practice*, 3rd ed. Thousand Oaks, CA: SAGE Publications, 2011.

**Assessment methods and criteria:**

Lecture and book exam

**Grading:**

The course uses a numerical grading scale 1–5. In the numerical scale, 0 (zero) means fail.

**Person responsible:**

Professor Erkki Karvonen

**Working life cooperation:**

None

**694651S: Practices in Communications, 5 - 10 op**

**Voimassaolo:** 01.08.2015 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Faculty of Humanities

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Erkki Karvonen

**Opintokohteen kielet:** Finnish

**ECTS Credits:**

5–10 ETCS credits / 135–270 hours of work

**Language of instruction:**

Finnish

**Timing:**1<sup>st</sup> and/or 2<sup>nd</sup> year**Learning outcomes:**

Upon completion of the course, students will be able to apply various practices of communications and communication research in their own studies.

**Mode of delivery:**

Contact teaching, independent study

**Learning activities and teaching methods:**

Excursions, guest lectures, seminars and/or conferences

**Target group:**

Students of TIEMA

**Assessment methods and criteria:**

Written reports

**Grading:**

Pass/Fail

**Person responsible:**

Professor Erkki Karvonen

**Working life cooperation:**

No

**694529S: Work Practice, 5 op****Voimassaolo:** 01.08.2007 -**Opiskelumuoto:** Advanced Studies**Laji:** Course**Vastuuyksikkö:** Faculty of Humanities**Arvostelu:** 1 - 5, pass, fail**Opintokohteen kielet:** Finnish**ECTS Credits:**

5 ECTS credits / 135 hours

**Language of instruction:**

Finnish

**Timing:**1<sup>st</sup> or 2<sup>nd</sup> year**Learning outcomes:**

Upon completion of the course, students will be able to apply their theoretical knowledge of communication and practical skills at work.

**Contents:**

Work tasks in the field of media and communications.

**Mode of delivery:**

Independent study

**Learning activities and teaching methods:**

Work practice for two months

**Target group:**

Students of TIEMA

**Assessment methods and criteria:**

Work practice for two months, a written report on the practice.

**Grading:**

Pass/Fail

**Person responsible:**

Professor Erkki Karvonen

**Working life cooperation:**

Work practice for two (2) months. Approved work practice settings include media institutions and science or technology enterprises and organisations.

**694528S: Business Plan of a Communications Entrepreneur, 5 op**

**Voimassaolo:** 01.08.2007 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Faculty of Humanities

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Erkki Karvonen

**Opintokohteen kielet:** Finnish

**ECTS Credits:**

5 ETCS credits / 135 hours of work

**Language of instruction:**

Finnish

**Timing:**

1<sup>st</sup> or 2<sup>nd</sup> year

**Learning outcomes:**

Upon completion of the course, students will be able to draft a personal business plan based on their business idea in the field of media and communications.

**Contents:**

Personal counselling, independent study

**Mode of delivery:**

Personal counselling, independent study

**Learning activities and teaching methods:**

Independent study 135h

**Target group:**

Students of TIEMA

**Assessment methods and criteria:**

Drafting of a business plan

**Grading:**

Pass/Fail

**Person responsible:**

Professor Erkki Karvonen

**Working life cooperation:**

No