



Communication and Information Studies

VU University Amsterdam - Faculteit der Geesteswetenschappen - M Communication and Information Studies - 2017-2018

The Master in Communication and Information Studies trains students to become language and communication experts, providing them with a strong academic basis for their professional work. They will be able to unravel how verbal communication works in various areas of society, and to work out how possible problems can be solved. The courses in the Master programme focus on the role that language plays in different institutional contexts, such as government, industry, journalism and medical care.

Master's in Communication and Information Studies, Specialization in Journalism

The Journalism specialization is a Dutch program. See for more information the Dutch study guide.

Master's in Communication and Information Studies, Specialization in Multimodal Communication

This degree programme provides theory and methods for analyzing and understanding “how multimodal communication works”: how different forms of it are composed in different genres of communication and how the different forms effect communication (e.g., by expressing abstract concepts in metaphoric terms, through the use of gestures with speech, etc.). The courses provide an array of theories and methods for analyzing the complexity of audio-visual communication in various contexts – through the natural media of our bodies as well as other material and virtual means.

There are three specialist courses in semester 1: “Talk is Multimodal”, on face-to-face communication, “Text and Image in News and Advertising” on mediated communication, and “The Power of Metaphor” on the expression of abstract ideas in various media. Two additional courses in semester 1 introduce students to genre design and to research on various genres of communication. In semester 2, students choose two elective courses and also carry out their own research, which they report on in the MA thesis.

Graduates will be equipped with theoretical background and methods training which they could later apply in work such as communication advising, document or website design, marketing consulting, or doing research and training for media businesses. They could also go on to pursue a PhD on a topic related to the study of language and communication.

Master's in Communication and Information Studies, Specialization in Writing and Translation

The Writing and Translation specialization is a Dutch program. See for more information the Dutch study guide.

Master's in Communication and Information Studies, Specialization in Language and Communication in Organisations

The Language and Communication in Organisations specialization is a Dutch program. See for more information the Dutch study guide.

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Master Communication and Information Studies, Specialization Journalism

The specialization Journalism is a Dutch program.
See for more information the Dutch studyguide.

Courses:

Name	Period	Credits	Code
Applied Humanities Computing in Journalism	Period 4	3.0	L_AAMAJOU004
Investigative Journalism in Practice	Period 3	6.0	L_AAMAJOU003
Investigative Journalism in Practice II	Period 4	6.0	L_NCMAJOU008
Journalism Genres: Changes in Form and Function	Period 2	6.0	L_NCMAJOU006
Journalistic Products and its Impact	Period 4	3.0	L_NCMAJOU007
Key Issues in Journalism Science	Period 1	6.0	L_NCMAJOU005
Master Thesis Communication and Information Studies: Journalism	Ac. Year (September)	18.0	L_NCMAJOUSCR
News and Citizenship	Period 1	6.0	L_NCMAJOU009
News Frames, News Impact and Citizenship	Period 2	6.0	L_NCMAJOU010

Master Communication and Information Studies, Specialization Multimodal Communication

This degree programme provides theory and methods for analyzing and understanding "how multimodal communication works": how different forms of it are composed in different genres of communication and how the different forms effect communication (e.g., by expressing abstract concepts in metaphoric terms, through the use of gestures with speech, etc.). The courses provide an array of theories and methods for analyzing the complexity of audio-visual communication in various contexts – through the natural media of our bodies as well as other material and virtual means.

There are three specialist courses in semester 1: "Talk is Multimodal", on face-to-face communication, "Text and Image in News and Advertising" on mediated communication, and "The Power of Metaphor" on the expression of abstract ideas in various media. Two additional courses in semester 1 introduce students to genre design and to research on various genres of communication. In semester 2, students choose two elective courses and also carry out their own research, which they report on in the MA thesis.

Graduates will be equipped with theoretical background and methods training which they could later apply in work such as communication advising, document or website design, marketing consulting, or doing

research and training for media businesses. They could also go on to pursue a PhD on a topic related to the study of language and communication.

Choose electives worth 12 credits in second semester.

Programme components:

- [Master Communication and Information Studies, Specialization Multimodal Communication Electives](#)

Courses:

Name	Period	Credits	Code
Genre Design	Period 1	6.0	L_AAMATEC003
Genre Research	Period 2+3	6.0	L_AAMATEC004
Master Thesis Communication and Information Studies: Multimodal Communication	Ac. Year (September)	18.0	L_EAMAMUCSCR
Talk is Multimodal	Period 1	6.0	L_ETMACIW003
Text and Image in News and Advertising	Period 2+3	6.0	L_NCMACIW022
The Power of Metaphor	Period 2+3	6.0	L_NCMACIW021

Master Communication and Information Studies, Specialization Multimodal Communication Electives

Choose electives worth 12 credits in second semester.

Courses:

Name	Period	Credits	Code
Crossmedial Exhibitions	Period 4	6.0	L_ZAMAACW015
Design in Words: Criticism, Writing and Theory	Period 4	6.0	L_ZAMAACW016
Gothic Spaces	Period 5	6.0	L_ELMALTK004
Health Communication and Media	Period 4	6.0	L_NCMACIW014
Semiotics	Period 3	6.0	L_ELMAENG019

Master Communication and Information Studies, Specialization Writing and Translation

The specialization Writing and Translation is a Dutch program. See for more information the Dutch studyguide.

Programme components:

- [Master Communication and Information Studies, Specialization Writing and Translation, Track Writing](#)

Master Communication and Information Studies, Specialization Writing and Translation, Track Writing

Choose the obligatory courses Genre Design (6 ec), Narrativeit (6 ec), Formuleren plus (6 ec) and thesis (18 ec), and 24 credits electives.

Courses:

Name	Period	Credits	Code
Advertising Processes	Period 1	6.0	L_NCMACIW015
Creative Writing MA	Period 2	6.0	L_NNMAALG001
Genre Design	Period 1	6.0	L_AAMATEC003
Master Thesis Communication and Information Studies: Writing and Translation	Ac. Year (September)	18.0	L_NCMASEVSCR
Master Work Placement Communication and Information Studies, Writing	Ac. Year (September)	12.0	L_NCMASCHSTA
Narrativity	Period 1	6.0	L_NCMACIW018
Narratology	Period 2	6.0	L_ELMALTK003
Stylistics Plus	Period 2+3	6.0	L_AAMACIW001
Text and Image in News and Advertising	Period 2+3	6.0	L_NCMACIW022
The Column	Period 2	6.0	L_NAMAALG001
Transmedia Storytelling	Period 1	6.0	L_ZAMAACW018
Tutorial Writing	Period 4	6.0	L_NCMAALG001

Master Communication and Information Studies, Specialization Writing and Translation, Track Translation

Choose the obligatory courses Genre Design (6 ec), Introduction to Translation Studies (3 ec), Vertalen Engels–Nederlands 1 (3 ec), Formuleren plus (6 ec), work placement (12 ec) and thesis (18 ec), and 12 credits electives.

Courses:

Name	Period	Credits	Code
Dutch-English Translation MA	Period 1	6.0	L_ETMAALG003
English Text Editing MA	Period 2	6.0	L_ETMAALG004
Genre Design	Period 1	6.0	L_AAMATEC003
Introduction to Translation Studies	Period 1	3.0	L_TAMATWS012

Master Thesis Communication and Information Studies: Writing and Translation	Ac. Year (September)	18.0	L_NCMASEVSCR
Stylistics Plus	Period 2+3	6.0	L_AAMACIW001
Technical Translation	Period 2+3	6.0	L_AAMACIW003
Translation English-Dutch 1	Period 1	3.0	L_ETMATEC001
Translation English-Dutch 2	Period 2+3	6.0	L_ETMATEC002
Translation Tutorial MA	Period 4	6.0	L_ETMAALG005
Work Placement Communication and Information Studies, Specialization Translation	Ac. Year (September)	12.0	L_EAMACIWSTA

Master Communication and Information Studies, Specialization Language and Communication in Organisations

The specialization Language and Communication in Organisations is a Dutch program.

See for more information the Dutch studyguide.

Choose in period 1 one module from the courses Adviseren over gesprekken in zakelijke communicatie (6 ec) and Reclameprocessen (6 ec) and Talk is Multimodal (6 ec) and Narrativiteit (6 ec).

Choose in period 2 two modules from the courses Usability Testing van corporate websites (6 ec) and Text and Image in News and Advertising (6 ec) and The Power of Metaphor (6 ec).

Choose electives worth 12 credits in second semester.

Programme components:

- [Master Communication and Information Studies, Specialization Language and Communication in Organisations Electives](#)

Courses:

Name	Period	Credits	Code
Advertising Processes	Period 1	6.0	L_NCMACIW015
Genre Design	Period 1	6.0	L_AAMATEC003
Genre Research	Period 2+3	6.0	L_AAMATEC004
Master Thesis Communication and Information Studies: Language and Communication in Organisations	Ac. Year (September)	18.0	L_NCMACIWSCR
Narrativity	Period 1	6.0	L_NCMACIW018
Optimizing Talk in Business Communication	Period 1	6.0	L_NCMACIW020
Talk is Multimodal	Period 1	6.0	L_ETMACIW003

Text and Image in News and Advertising	Period 2+3	6.0	L_NCMACIW022
The Power of Metaphor	Period 2+3	6.0	L_NCMACIW021
Usability Testing of Corporate Websites	Period 2+3	6.0	L_ETMATEC007

Master Communication and Information Studies, Specialization Language and Communication in Organisations Electives

Choose electives worth 12 credits in second semester.

Courses:

Name	Period	Credits	Code
Academic English: Advanced Writing for Master Students	Period 2	3.0	L_ETMAALG002
Academic English: Remedial Writing for Master Students	Period 2	6.0	L_ETMAALG001
Dutch-English Translation MA	Period 1	6.0	L_ETMAALG003
English Text Editing MA	Period 2	6.0	L_ETMAALG004
Health Communication and Media	Period 4	6.0	L_NCMACIW014
Language in Educational Setting: Discourse in Social Media	Period 4+5+6	10.0	L_AAMACIW006
Master Work Placement Communication and Information Studies	Ac. Year (September)	12.0	L_NCMACIWSTA
Translation Tutorial MA	Period 4	6.0	L_ETMAALG005

Academic English: Advanced Writing for Master Students

Course code	L_ETMAALG002 ()
Period	Period 2
Credits	3.0
Language of tuition	English
Faculty	Faculteit der Geesteswetenschappen
Coordinator	A.J. Gambrel
Examinator	A.J. Gambrel
Teaching staff	A.J. Gambrel
Teaching method(s)	Seminar
Level	400

Course objective

After successfully completing this course you will be able to write an academic text in English at the C1 level of the Common European

Framework of Reference [CEFR] both in terms of relevant communicative competence and grammatical accuracy and vocabulary control; you will be able to spot the major coherence problems in the drafts of your own and other people's texts, and edit the text to improve coherence; you will also have a clear sense of where your English is strong and of what areas you can work on to develop your expressive potential.

Course content

This course focuses on resolving linguistic issues that individual students still have in their English, and on further refining (academic) style and textual coherence. On the one hand the idea is to resolve issues that participants still have with their English, and on the other hand it is about learning to use structures that can make one's writing more 'interesting'.

Form of tuition

2 seminars of 2 hrs each week; one week of individual appointments.

Type of assessment

Takehome editing assignments (50%); edited versions of a text you've written before this course (50%); an analysis of and report on the weak areas in one's own English (required, no grade).

Course reading

Hannay, M. & J.L. Mackenzie (2009). *Effective Writing in English*. 2nd edition. Bussum: Coutinho. There will also be separate materials posted on Canvas.

Entry requirements

This course is only open to master students who already have experience in writing academic texts in English.

Target group

Master and research master students who are relatively experienced writers and who wish to further develop the quality of their written academic English.

Remarks

The course has an 80% obligatory attendance.

Academic English: Remedial Writing for Master Students

Course code	L_ETMAALG001 ()
Period	Period 2
Credits	6.0
Language of tuition	English
Faculty	Faculteit der Geesteswetenschappen
Coordinator	drs. I.M.W. 't Hart MPhil
Examinator	drs. I.M.W. 't Hart MPhil
Teaching staff	drs. I.M.W. 't Hart MPhil
Teaching method(s)	Lecture, Seminar
Level	400

Course objective

After successfully completing this course you will be able to write a well-structured English text in a formal style about a subject related to your own study, free of serious lexical and grammatical errors which would have an adverse effect on the readability of the text. In terms of the Common European Framework of Reference you will have achieved at least level B2 for linguistic accuracy and B2/C1 for relevant communicative competence.

Course content

This course involves (a) a practical introduction to basic aspects of the grammar of contemporary English, focusing on the problems that students typically have when writing formal English, (b) a remedial treatment of the macrostructures of academic texts in different disciplines, and (c) help in getting to grips with the basic problems involved in writing good, formal English (e.g. differences between English and other languages, the essentials of English punctuation, formal style).

Form of tuition

2 hrs lecture per week; 2 hrs seminar per week

Type of assessment

Early diagnostic writing assignment during the course; final online grammar test plus academic paper of 2000 words. The final mark is based on the grammar test and the academic paper, both of which need to have a pass mark.

Course reading

Hannay, M. & J.L. Mackenzie (2009). *Effective Writing in English*. 2nd edition. Bussum: Coutinho.

Foley, M. & D. Hall (2003). *Longman Advanced Learners' Grammar: A self study & practice book with answers*. Longman/Pearson.

Entry requirements

Registration as a master student.

Target group

For Dutch and international students who feel insecure about their English.

Remarks

The course has obligatory attendance. If you miss more than two weeks you will not be allowed to complete the course.

Advertising Processes

Course code	L_NCMACIW015 ()
Period	Period 1
Credits	6.0
Language of tuition	Dutch
Faculty	Faculteit der Geesteswetenschappen
Coordinator	dr. G. Mulder
Examinator	dr. G. Mulder
Teaching staff	dr. L. Lagerwerf, dr. G. Mulder
Teaching method(s)	Seminar

Level	400
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Applied Humanities Computing in Journalism

Course code	L_AAMAJOU004 ()
Period	Period 4
Credits	3.0
Language of tuition	Dutch
Faculty	Faculteit der Geesteswetenschappen
Coordinator	T. Groot Kormelink MA
Examinator	prof. dr. I.C. Costera-Meijer
Teaching staff	prof. dr. J. Kleinnijenhuis, prof. dr. I.C. Costera-Meijer, T. Groot Kormelink MA
Teaching method(s)	Seminar
Level	400

Creative Writing MA

Course code	L_NNMAALG001 ()
Period	Period 2
Credits	6.0
Language of tuition	Dutch
Faculty	Faculteit der Geesteswetenschappen
Coordinator	dr. J.H.C. Bel
Examinator	dr. J.H.C. Bel
Teaching staff	dr. J.H.C. Bel
Teaching method(s)	Seminar
Level	400

Crossmedial Exhibitions

Course code	L_ZAMAACW015 ()
Period	Period 4
Credits	6.0
Language of tuition	English
Faculty	Faculteit der Geesteswetenschappen
Coordinator	dr. I.L. Blom
Examinator	dr. I.L. Blom
Teaching staff	dr. I.L. Blom
Teaching method(s)	Seminar
Level	400

Course objective

To gain insight in the theory and practice of crossmedial exhibitions.
How do exhibition curators, exhibition designers, policy makers and

financiers, marketing managers and the press, deal with exhibitions that clearly cross the borders of different media and art forms? Because of the nature of the subject matter, the course will not limit itself to a study of the available literature on the subject but also give students direct contact with the Dutch museum and exhibitions world, seen from different professions & perspectives. Thus giving first hand insight into wideranging and sometimes also conflicting interests within the Dutch cultural territory. Intrinsically the course deepens discussions within museum and exhibition studies in the 21th century.

Course content

This course focuses on one cross-medial event (a major temporary or permanent exhibition) in which different stakeholders have dealt with the problem of intermediality: policy makers, financiers, curators, designers, multimedia creatives, p.r. agents and the press. How did these various parties deal with artistic practices that surpass medial boundaries, when their backgrounds are mostly mono-medial? About audience participation, narrativity, exhibition design, the use of new media (incl. social media): how does the museum of the 21th century deal with this? Previous exhibitions analyzed were "The Art of Fashion. Installing Allusions" (Museum Boijmans, 2009), "Illusions of Reality. Naturalist Painting, Photography and Cinema, 1875- 1918" (Van Gogh Museum, 2010), "Amsterdam DNA" (Amsterdam Museum, 2012), "Oskar Fischinger" (EYE, Amsterdam 2013), "Jeff Wall" (Stedelijk Museum, 2014), "Anthony McCall"/"Jean Desmet's Dream Factory" (EYE, 2015), Michelangelo Antonioni/Close Up (EYE, 2015-2016), and Happy Birthday Marilyn/ 1917: Romanovs & Revolutie (De Nieuwe Kerk/Hermitage).

Form of tuition

Seminar. Weekly meetings (max. 4 hours), including lectures, discussions with professionals, excursions, and presentations. Students read texts for literature discussions, prepare questions to the professionals and start and give updates on their own research, related to the course's content. They hold a (single or group) presentation, focusing on museums, exhibitions, and art or media, in relation to crossmediality. The presentation is the prologue to the (individual) final essay.

Type of assessment

100 percent attendance, assignments, presentations and essay. Failing to be present at the first meeting or the presentation may result in removal from the course.

Course reading

Articles, either e-book or on Canvas.

Entry requirements

Bachelor degree in Comparative Arts and Media Studies or comparable bachelor's programmes in Art, Media or Cultural Studies.

Target group

Master students CAMS (Comparative Arts and Media Studies). Limited access to outsiders. The number of regular CAMS students will determine whether outsiders will be admitted (course allows for 25 students in total).

Design in Words: Criticism, Writing and Theory

Course code	L_ZAMAACW016 ()
Period	Period 4
Credits	6.0
Language of tuition	English
Faculty	Faculteit der Geesteswetenschappen
Coordinator	J. Ozorio de Almeida Meroz
Examinator	J. Ozorio de Almeida Meroz
Teaching staff	J. Ozorio de Almeida Meroz
Teaching method(s)	Lecture
Level	400

Course objective

Familiarise yourself with key publications in the field of design criticism and the ways in which critics have assessed design over the last century. Learn to give constructive criticism on examples of design in our daily living environment, exhibitions and lectures, and learn how to provide your academic colleagues with useful feedback. Understand the difference between how design is presented and how it is received by critics and society at large. Learn to connect alternative ways of examining design products with knowledge from your own background as a designer or cultural studies student. Study the many ways in which design is culturally reproduced.

Course content

This course aims at developing both writing skills and a critical stance on the field of design, providing students with the practical and methodological tools they need to evaluate the designed world. Together we will explore the practice and profession of evaluating design. The discussion of a collection of historical and contemporary critical texts will be combined with an exploration of how to write a design critique, which ideally takes into account the history, production, display and consumption of certain items and products. Your reviews are possibly published by online design media.

Form of tuition

Seminars, excursions.

Type of assessment

As acquiring writing skills is the most important objective of this class we have two 1000-word and one 1500-word writing assignments planned, which respectively equal 40% and 60% of your final grade. Students are asked to prepare a 15-minute presentation on the work of one of the design critics we discuss during class in expert groups of three.

Course reading

Digital reader provided by your tutor.

Entry requirements

An academic bachelor, or a minor, in Arts, Literature, Culture, Design or Media Studies.

Target group

Master students in Design Cultures, Architecture and/or exchange students with backgrounds in Arts, Literature, Culture, Design or Media

Studies.

Dutch-English Translation MA

Course code	L_ETMAALG003 ()
Period	Period 1
Credits	6.0
Language of tuition	English
Faculty	Faculteit der Geesteswetenschappen
Coordinator	drs. I.M.W. 't Hart MPhil
Examinator	drs. I.M.W. 't Hart MPhil
Teaching method(s)	Meeting
Level	400

Course objective

The aim of the course is to give students greater insight into the factors that need to be taken into account when translating texts of different kinds into English in a professional environment.

Course content

A set of translation assignments, including translation evaluation, and involving annotation of decision making at different levels of meaning. Annotations will be based on a thorough understanding of the translation strategies generally recognized in the literature as relevant for the kind of translation problem involved.

Form of tuition

Tutorial, not timetabled; details to be arranged with participating students.

Type of assessment

Final mark based on a translation dossier of written assignments.

Course reading

A reading list will be placed on Canvas.

Entry requirements

This course is only open to master students who have a BA major in English.

Target group

MA CIW students specializing in 'Schrijven en Vertalen' or 'Taal en Communicatie in Organisaties'.

Remarks

Maximum number of students: 4.

English Text Editing MA

Course code	L_ETMAALG004 ()
Period	Period 2
Credits	6.0
Language of tuition	English

Faculty	Faculteit der Geesteswetenschappen
Coordinator	prof. dr. M. Hannay
Examinator	prof. dr. M. Hannay
Teaching staff	prof. dr. M. Hannay
Teaching method(s)	Seminar
Level	400

Course objective

- The course has a vocational value. Many translators also do editing work. But it can also be very valuable for refining your own writing skills, as editing is really part of writing.
- The course develops specific skills, in particular relating to reading, error spotting and formulation.
- From a theoretical point of view the course aims (a) to further develop your insights into the relationship between cohesion and coherence; (b) to introduce you to the problems concerned in explaining the source of error: many problems in second language writing may be put down to interference from the first language, but problems also have other sources; (c) to problematize the notion of error.

Course content

- You first get an overview of what editing involves, plus a number of diagnostic exercises. You will get the opportunity to do the same exercises again at a later stage in the course.
- We then go on to look at matters concerning correctness at the level of the word, phrase and clause. This is called category 1 editing. There is a strong check function to this part: you should be already be reasonably comfortable with spotting, explaining and correcting the most frequent errors relating to spelling, punctuation, lexical choice, lexical grammar and clause grammar.
- Then you get an overview of category 2 editing, which involves message management. Special attention is paid to the categories of ordering, linking, coordinating and sentencing.
- There are exercises throughout, starting with material where you have to spot just one error in a sentence and then becoming more and more complex. Over the last two weeks of the course you will be dealing with text segments where anything at all may be wrong.
- There will be special treatment of alleged cultural differences between writing in Dutch and English.

Form of tuition

4 hrs per week

Type of assessment

A dossier of editing assignments (70% of the mark) plus a position paper on the practice of professional editing (30% of the mark).

Course reading

A reading list will be placed on Canvas

Entry requirements

This course is open to master students who have a strong BA background in English language.

Target group

Master students who wish to develop basic editing skills and refine their own writing process.

Remarks

The course has obligatory attendance. If you miss more than two sessions you will not be allowed to complete the course.

Genre Design

Course code	L_AAMATEC003 ()
Period	Period 1
Credits	6.0
Language of tuition	English
Faculty	Faculteit der Geesteswetenschappen
Coordinator	dr. J.M.W.J. Lamerichs
Examinator	dr. J.M.W.J. Lamerichs
Teaching staff	dr. C.M.J. van Hooijdonk, dr. J.M.W.J. Lamerichs
Teaching method(s)	Lecture, Seminar
Level	400

Course objective

The overall aim of this course is to bring theories and methods from disparate areas of discourse analysis together to help you in adequately orienting yourself towards issues that concern an understanding of discourse as comprising different 'genres' or modes of communication that are designed to fulfil certain goals. The course aims to raise your awareness of how the concept of 'genre' and similar notions that are used to identify differences in form and function of types of discourse can be used as a central concept for improving the production and understanding of different types of discourse. We aim to do so by approaching the topic on a theoretical and practical level. In doing so, the course will increase your abilities as an academically trained communication professional to deal with discourse and its shape and form in different communicative settings and for different purposes. This may involve

analysis, evaluation and improvement of design features of written and spoken discourse from the point of view of what constitutes a genre, what genre conventions are adhered to by producers and which genre expectations the intended audience may have accordingly.

Course content

In this course, students familiarize themselves with the notion of genre as a feature of discourse on a conceptual and a practical level. Students will learn to apply the concept broadly as a 'tool for thinking' that is instrumental in thinking about how to organize, recognize and also produce different types of texts and talk. Students will practice with different types of discourse, such as press releases, online customer reviews and Facebook posts and try to explicate the (often implicit) genre conventions and expectations from different points of view: the communication professional and the audience. The course will be flexibly organised around timely genre-related problems in the area of language and communication in institutional settings. Examples of these genre-related problems may be the explicitness of conventions for producing different types of discourse, whether the notion of 'purity' of genres is useful to deepen our understanding of some of the

mismatches in design but most importantly how to understand so-called 'hybrid genres'. In trying to come to terms with these problems, students will reflect on the value of different theoretical approaches that have been developed to conceptualise and understand the notion of genre and similar concepts and how these concepts can aid (or obscure?) our understanding of genre related design issues.

As future communication professionals, students will not only be able and responsible for producing different types of discourse, but they will also be able to understand the role of different aspects that are key to constituting different genres and will learn and improve to argue which characteristics of the discourse need to be adapted to improve its effectiveness in different communicative settings. The course will combine theoretical discussions with hands-on work on analysing different types of discourse.

Form of tuition

Weekly lectures and seminars (2x2 hours) and presentations of student work.

Type of assessment

Assignments (30%) and exam (70%).

Students have to pass their exam and if not there will be a resit in order to pass the course. The grades for the assignments can only be used as compensation if the exam has resulted in a pass. There are no resits for the assignments.

Course reading

List of articles and book chapters available via UBVU Library.

Entry requirements

BA degree in communication studies, language, linguistics, or other field relevant to the course content.

Target group

Master's students of Communication Studies, Language or Linguistics.

Remarks

Students in the Research Master programme should realise that we expect slightly more from them in terms of the quality of their research, the level of their argumentation and depth of their understanding of genre-related issues in spoken and written discourse. The assignments and exams will be graded accordingly.

Presence at the seminars is mandatory. You will be asked to leave the course when you are absent at 2 or more seminars.

Genre Research

Course code	L_AAMATEC004 ()
Period	Period 2+3
Credits	6.0
Language of tuition	English
Faculty	Faculteit der Geesteswetenschappen
Coordinator	dr. M.L.M.J. Vliegen
Examinator	dr. M.L.M.J. Vliegen

Teaching staff	dr. M.L.M.J. Vliegen, dr. G. Mulder
Teaching method(s)	Lecture, Seminar
Level	400

Course objective

The overall aim of this course is to turn the knowledge and skills you learned in the course Genre Design to practice. You will apply your knowledge and skills to the construction and design of a Ted Talk of your own. The crux of the course lies in the empirical testing of the communicative quality of your Ted Talk.

Course content

Issues of text quality will be considered against the background of the contents presented in Genre Design. In order to investigate whether a given genre variable influences the effectiveness of a Ted talk, you will design and produce two versions of your own TED talk. You will then carry out informant-based research evaluating the effectiveness of your two versions. The results of the analysis will be written down in an academic research report.

Form of tuition

Lectures (2 hrs per week) and seminars (2 hrs per week).

Type of assessment

Research report.

Course reading

Readings will be announced on the Canvas site of the course.

Entry requirements

Genre Design.

Recommended background knowledge

Successful participation in an introductory course in statistical analysis is required.

Target group

Master Students Communication and Information Sciences, Language or Linguistics.

Gothic Spaces

Course code	L_ELMALTK004 ()
Period	Period 5
Credits	6.0
Language of tuition	English
Faculty	Faculteit der Geesteswetenschappen
Coordinator	dr. A.S. Raghunath
Examinator	dr. A.S. Raghunath
Teaching staff	dr. A.S. Raghunath
Teaching method(s)	Seminar
Level	400

Course objective

This MA course aims to explore the relationship between the Gothic and ideas of space, location and liminality. Gothic has perennially been associated with the unseen, the hidden, the taboo and the course will look to explore how this central theme has been present in Gothic literary production from the mid-Eighteenth Century to the present. This study will allow students to develop independent research skills throughout the programme and we aim to examine why the Gothic remains both current and important in culture today.

Course content

The course will examine a range of texts from a variety of cultural domains, both literary and visual, to explore the connections between the Gothic and space. Our programme will be organised chronologically from the 18th Century to the present to highlight the development of Gothic from a popular form of literature that was at the outset seen as 'low-brow' and unimportant to (arguably) one of the most widespread cultural genres of literature in the 21st Century.

Form of tuition

lecture and seminar (two hours a week each)

Type of assessment

one 4000 word essay

Course reading

tbc

Entry requirements

BA degree

Target group

MA/RMA students of literature.

Health Communication and Media

Course code	L_NCMACIW014 ()
Period	Period 4
Credits	6.0
Language of tuition	English
Faculty	Faculteit der Geesteswetenschappen
Coordinator	dr. C.M.J. van Hooijdonk
Examinator	dr. C.M.J. van Hooijdonk
Teaching staff	dr. C.M.J. van Hooijdonk, dr. J.M.W.J. Lamerichs
Teaching method(s)	Seminar, Lecture
Level	400

Course objective

During this course, students familiarize themselves with the ways in which communication technologies such as blogs influence communication processes between bloggers (i.e., patients), end-users (i.e., readers), and health organisations. Students learn to apply current theories in the domain of usability and social accountability to study and evaluate

how blogs are constructed as texts, their linguistic features and how they are evaluated by end-users (i.e., readers).

Course content

Students learn whether and how the goals and expectations of bloggers (i.e., patients), end-users (i.e., readers), and health organisations meet when patients write about their illness on the online platform of a health organisation. During the first part of the course students familiarise themselves with relevant theories, concepts and research approaches within the domain of online health narratives, focusing on two theoretical perspectives in particular: social accountability and usability. During the course, students work in groups on a small research project. The emphasis will lie on analysing blogs in terms of content, and explore how they are received by its readers, and formulate well-grounded recommendations for future improvement.

Form of tuition

Every week there is a lecture and an interactive work meeting (4 hours per week in total)

Type of assessment

Active participation during lectures & work meetings (5%)

In week 1– 5 we will meet for lectures and work meetings to familiarise ourselves with the central theoretical notions this course draws upon, work with the course literature we are reading and explore the data for the research projects (case-studies). Work meetings but also the lectures include assignments to apply theory to practice (i.e, to data) and we expect students to actively participate.

Data session & thematic analysis (assignments 1 and 2 - 10% each)

In week 3 and 5 students will present key findings from the literature in relation to the data they are working on (in week 3) and their thematic analysis of an interview with an end-user about health narratives in blogs (in week 5).

Final research paper (endpaper - 75%)

In week 7 each group will hand in their final research paper which addresses the literature and the results from the research project and will formulate an informed advice on how their discursive analysis of health narratives in blogs and the thematic analysis of the interview with an end-user can inform the organisations' views of their online presence when it comes to blogs.

The final grade should not be below 5.5, and each graded assignment should not be below 5.0.

Course reading

List of articles and book chapters available via VU Library.

Entry requirements

Students with an interest in language as it relates to health communication and new media; A sufficient receptive and productive proficiency in English; at least two years of experience with the use of English at Higher Educational level.

Recommended background knowledge

Experience with qualitative research methods, particularly research conducted with approaches such as discourse analysis and conversation analysis, and conducting in-depth interviews.

Target group

MA students Communication and Information Studies; MA students Health Sciences; MA students Communication Science; Research MA students Humanities (Linguistics).

Remarks

Presence at work meetings, during presentations, and data sessions is mandatory because you will receive feedback on parts of your research project. You will be asked to leave the course when you are absent at 2 or more (work) meetings.

Students in the Research Master programme should realise that we expect slightly more from them in terms of the quality of their research/ the level of their argumentation/ the depth of their understanding when conducting their analysis. These expectations will be made explicit and papers/ exams will be graded accordingly.

Introduction to Translation Studies

Course code	L_TAMATWS012 ()
Period	Period 1
Credits	3.0
Language of tuition	English
Faculty	Faculteit der Geesteswetenschappen
Coordinator	prof. dr. L.J. de Vries
Examinator	prof. dr. L.J. de Vries
Teaching staff	prof. dr. L.J. de Vries
Teaching method(s)	Lecture
Level	400

Course objective

The student has knowledge of fundamental notions and methods of translation studies. The student is able to apply notions and methods of translation studies to concrete translation projects and problems. The student has the ability of critical reflection on translation processes. The student is able to report in a clear fashion about translation problems. The student is able to interact in a critical manner with scholarly sources on translation studies and methods of translation.

Course content

Basic notions of translation theory and translation studies are introduced and applied: equivalence, skopos, translation typologies, text type and translation, style and translation, linguistics and translation, translation and culture.

Form of tuition

Lectures (1 session of 2 hours per week) and reading assignments.

Type of assessment

Written exam

Course reading

C. Nord, *Translating as a purposeful activity*, Manchester: St. Jerome; other literature to be distributed via Canvas.

Target group

CIW (Specialization ICT and Translation); master students Theology;
research master Theology (Bible Translation)

Investigative Journalism in Practice

Course code	L_AAMAJOU003 ()
Period	Period 3
Credits	6.0
Language of tuition	Dutch
Faculty	Faculteit der Geesteswetenschappen
Coordinator	dr. C.G. Govaert
Examinator	dr. C.G. Govaert
Teaching staff	dr. C.G. Govaert
Teaching method(s)	Practical, Lecture, Seminar
Level	400

Investigative Journalism in Practice II

Course code	L_NCMAJOU008 ()
Period	Period 4
Credits	6.0
Language of tuition	Dutch
Faculty	Faculteit der Geesteswetenschappen
Coordinator	T. Groot Kormelink MA
Examinator	T. Groot Kormelink MA
Teaching staff	prof. dr. I.C. Costera-Meijer, T. Groot Kormelink MA
Teaching method(s)	Seminar
Level	400

Journalism Genres: Changes in Form and Function

Course code	L_NCMAJOU006 ()
Period	Period 2
Credits	6.0
Language of tuition	Dutch
Faculty	Faculteit der Geesteswetenschappen
Coordinator	dr. L. Lagerwerf
Examinator	dr. L. Lagerwerf
Teaching staff	dr. L. Lagerwerf
Teaching method(s)	Lecture, Seminar
Level	400

Journalistic Products and its Impact

Course code	L_NCMAJOU007 ()
Period	Period 4
Credits	3.0
Language of tuition	Dutch
Faculty	Faculteit der Geesteswetenschappen
Coordinator	dr. L. Lagerwerf
Examinator	dr. L. Lagerwerf
Teaching staff	dr. L. Lagerwerf
Teaching method(s)	Seminar
Level	400

Key Issues in Journalism Science

Course code	L_NCMAJOU005 ()
Period	Period 1
Credits	6.0
Language of tuition	Dutch
Faculty	Faculteit der Geesteswetenschappen
Coordinator	drs. S.P. van der Lubben
Examinator	drs. S.P. van der Lubben
Teaching staff	drs. S.P. van der Lubben
Teaching method(s)	Seminar
Level	400

Language in Educational Setting: Discourse in Social Media

Course code	L_AAMACIW006 ()
Period	Period 4+5+6
Credits	10.0
Language of tuition	Dutch
Faculty	Faculteit der Geesteswetenschappen
Coordinator	dr. C.M.J. van Hooijdonk
Examinator	dr. C.M.J. van Hooijdonk
Teaching staff	dr. C.M.J. van Hooijdonk
Teaching method(s)	Seminar
Level	400

Master Thesis Communication and Information Studies: Journalism

Course code	L_NCMAJOUSCR (505653)
Period	Ac. Year (September)
Credits	18.0
Language of tuition	Dutch
Faculty	Faculteit der Geesteswetenschappen

Coordinator	prof. dr. I.C. Costera-Meijer
Examinator	prof. dr. I.C. Costera-Meijer
Level	400

Master Thesis Communication and Information Studies: Language and Communication in Organisations

Course code	L_NCMACIWSCR (505651)
Period	Ac. Year (September)
Credits	18.0
Language of tuition	Dutch
Faculty	Faculteit der Geesteswetenschappen
Coordinator	dr. C.M.J. van Hooijdonk
Level	400

Master Thesis Communication and Information Studies: Multimodal Communication

Course code	L_EAMAMUCSCR ()
Period	Ac. Year (September)
Credits	18.0
Language of tuition	English
Faculty	Faculteit der Geesteswetenschappen
Coordinator	prof. dr. A.J. Cienki
Level	400

Course objective

In the MA thesis, students demonstrate their ability to conduct and report on academic research on a level of substantial scope and complexity. They develop their own idea for a relevant and feasible project which, when approved, they can plan and carry out independently. The work is aimed to produce a new academic contribution to the study of multimodal communication. The thesis constitutes a report that reflects these qualities according to the conventions of the appropriate subfield of communication and information studies in which the thesis is situated.

Students successfully completing the thesis apply their knowledge, understanding, and problem solving abilities in new contexts related to the study of multimodal communication. In doing so, they demonstrate the ability to integrate knowledge and handle complexity. They can clearly communicate their conclusions, and the knowledge and rationale underpinning these, following the standards of academic discourse.

Course content

For the master's thesis, students produce a research report about a topic in the domain of multimodal communication, building on ideas and approaches they have learned in the courses they have taken for the program. They select a problem, topic, and goal of research, analyze relevant publications concerning their topic, and formulate a research question with subquestions. The thesis can involve an empirical investigation of a sufficient amount of relevant material, analyzed

using qualitative and/or quantitative methods, or it can consist of a literature-based study on an important question (a meta-analysis). The result is a report in the form of a thesis of approximately 25,000 words.

Form of tuition

Independent study and individual consultation with a thesis supervisor.

Type of assessment

An MA thesis that meets the requirements of the program (see the thesis handbook). The thesis will be assessed based on the cogency of the arguments put forward, the relationship of the work to scholarship at large, and the quality of the writing itself. Students will also be evaluated on their independence in deciding on a suitable topic, on gathering information, and on the writing process.

Course reading

To be collected by the student.

Entry requirements

The three required courses of the Multimodal Communication specialization and the two core courses on genre analysis.

Target group

Master's students in Communication and Information Sciences completing the specialization Multimodal Communication.

Master Thesis Communication and Information Studies: Writing and Translation

Course code	L_NCMASEVSCR ()
Period	Ac. Year (September)
Credits	18.0
Language of tuition	Dutch
Faculty	Faculteit der Geesteswetenschappen
Coordinator	dr. M.G. Onrust
Examinator	dr. M.G. Onrust
Level	400

Master Work Placement Communication and Information Studies

Course code	L_NCMACIWSTA (505671)
Period	Ac. Year (September)
Credits	12.0
Language of tuition	Dutch
Faculty	Faculteit der Geesteswetenschappen
Coordinator	dr. C.M.J. van Hooijdonk
Examinator	dr. C.M.J. van Hooijdonk
Level	400

Master Work Placement Communication and Information Studies, Writing

Course code	L_NCMASCHSTA ()
Period	Ac. Year (September)
Credits	12.0
Language of tuition	Dutch
Faculty	Faculteit der Geesteswetenschappen
Coordinator	dr. M.G. Onrust
Examinator	dr. M.G. Onrust
Level	400

Narrativity

Course code	L_NCMACIW018 ()
Period	Period 1
Credits	6.0
Language of tuition	Dutch
Faculty	Faculteit der Geesteswetenschappen
Coordinator	dr. M.G. Onrust
Examinator	dr. M.G. Onrust
Teaching staff	dr. M.J.E. van Tooren, dr. A.A. Kaal
Teaching method(s)	Lecture, Seminar
Level	400

Narratology

Course code	L_ELMALTK003 ()
Period	Period 2
Credits	6.0
Language of tuition	English
Faculty	Faculteit der Geesteswetenschappen
Coordinator	dr. B. Brink
Examinator	dr. B. Brink
Teaching staff	dr. B. Brink
Teaching method(s)	Seminar
Level	400

Course objective

Students become acquainted with narratology as a theoretical instrument for the analysis of both written and visual texts.

Course content

Using narratology (for novels) and film narratology, we compare and contrast a select number of novels and their film adaptations.

Form of tuition

Seminar meetings, 2 x 2 hours per week.

Type of assessment

Exam.

Course reading

To be announced.

Entry requirements

None.

Target group

This course is part of the Master's program English Literature in a Visual Culture. Students from other (Research) Master's programs are welcome.

Registration procedure

There is a slightly different enrollment procedure for this course. The standard procedure of the Faculty of Humanities has students sign up for (i) the course, (ii) the type of class (lecture and/or preferred seminar group), and (iii) the exam. However, for this course the instructor will assign the students to the seminar groups. Therefore, students should sign up for (i) the course, (ii) the lectures (if applicable), and (iii) the exam, but not for the seminar groups.

There is limited seating for this course. Priority will be given to students of the Master's program English Literature in a Visual Culture. Students from other (Research) Master's programs are initially placed on a waiting list.

Remarks

The level of English in this course is high.

News and Citizenship

Course code	L_NCMAJOU009 ()
Period	Period 1
Credits	6.0
Language of tuition	Dutch
Faculty	Faculteit der Geesteswetenschappen
Coordinator	dr. A.M.J. van Hoof
Examinator	dr. A.M.J. van Hoof
Teaching staff	dr. A.M.J. van Hoof
Teaching method(s)	Lecture, Seminar
Level	400

News Frames, News Impact and Citizenship

Course code	L_NCMAJOU010 ()
Period	Period 2
Credits	6.0
Language of tuition	Dutch
Faculty	Faculteit der Geesteswetenschappen
Coordinator	dr. W.H. van Atteveldt

Examinator	dr. W.H. van Atteveldt
Teaching staff	dr. W.H. van Atteveldt
Teaching method(s)	Lecture, Seminar
Level	400

Optimizing Talk in Business Communication

Course code	L_NCMACIW020 ()
Period	Period 1
Credits	6.0
Language of tuition	Dutch
Faculty	Faculteit der Geesteswetenschappen
Coordinator	drs. M.C.G. Schasfoort
Examinator	drs. M.C.G. Schasfoort
Teaching staff	drs. M.C.G. Schasfoort, dr. J.M.W.J. Lamerichs
Teaching method(s)	Lecture, Seminar
Level	400

Semiotics

Course code	L_ELMAENG019 ()
Period	Period 3
Credits	6.0
Language of tuition	English
Faculty	Faculteit der Geesteswetenschappen
Coordinator	dr. R.V.J. van den Oever
Examinator	dr. R.V.J. van den Oever
Teaching staff	dr. R.V.J. van den Oever
Teaching method(s)	Seminar
Level	400

Course objective

Students are acquainted with various semiotic theories (Saussure, Barthes, Derrida), with a focus on the word/image-binary.

Course content

The course starts with an exploration of the various theoretical understandings of words and images as semiotic signs. Subsequently, we retrace and position ourselves in the academic debate on the supposed superiority of words over images and vice versa.

Form of tuition

There are four two-hour seminars each week.

Type of assessment

Exam.

Course reading

To be announced.

Target group

This course is part of the Master's program English Literature in a Visual Culture. Students from other (Research) Master's programs are welcome.

Stylistics Plus

Course code	L_AAMACIW001 ()
Period	Period 2+3
Credits	6.0
Language of tuition	Dutch
Faculty	Faculteit der Geesteswetenschappen
Coordinator	dr. M.G. Onrust
Examinator	dr. M.G. Onrust
Teaching staff	dr. G.A. Dreschler
Teaching method(s)	Seminar
Level	400

Talk is Multimodal

Course code	L_ETMACIW003 ()
Period	Period 1
Credits	6.0
Language of tuition	English
Faculty	Faculteit der Geesteswetenschappen
Coordinator	prof. dr. A.J. Cienki
Examinator	prof. dr. A.J. Cienki
Teaching staff	prof. dr. A.J. Cienki
Teaching method(s)	Lecture, Seminar
Level	400

Course objective

- to consider the ways in which spoken discourse involves multiple modalities of production and reception
- to be introduced to some principles of transcribing speech and gesture as audio-visual communication
- to learn about the roles of physical positioning and eye gaze in interaction
- to learn about the different functions of gesture with speech
- to consider what can be inferred from empirical studies about cognitive processes related to language use
- to explore research topics based on the analysis of talk as multimodal

Course content

This course is concerned with spoken language and on the fact that language use is part of an embodied experience. Speakers and listeners are engaged in production and comprehension processes that involve not just speaking and hearing, but also moving and (in most cases) seeing. Spoken language use is therefore physical, cognitive, social, and

cultural in nature. Cross-linguistic/cross-cultural comparisons based on languages spoken by students in the class will be welcome.

Form of tuition

Lectures, presentations, discussions. Class meetings for two hours two times per week.

Type of assessment

- Attendance and participation in discussion of the readings (10%)
- Two presentations in class (22%)
- Three short essays (33%)
- Final paper of about 3500 words (35%)

Course reading

Journal articles and book chapters will be made available to students.

Entry requirements

Some basic background in linguistics and sufficient proficiency in academic English to engage in active discussion and writing about the analysis of English.

Recommended background knowledge

An interest in the relation of language use to cognition is welcome but not required.

Target group

MA students Communication and Information Studies; Research Master's students in Linguistics

Remarks

This course will be taught in English.

Technical Translation

Course code	L_AAMACIW003 ()
Period	Period 2+3
Credits	6.0
Language of tuition	Dutch
Faculty	Faculteit der Geesteswetenschappen
Coordinator	drs. E. Akkerman
Examinator	drs. E. Akkerman
Teaching staff	drs. E. Akkerman, dr. H.D. van der Vliet, dr. M.J. van den Haak
Teaching method(s)	Seminar
Level	400

Text and Image in News and Advertising

Course code	L_NCMACIW022 ()
Period	Period 2+3
Credits	6.0
Language of tuition	English
Faculty	Faculteit der Geesteswetenschappen

Coordinator	dr. L. Lagerwerf
Examinator	dr. L. Lagerwerf
Teaching staff	dr. L. Lagerwerf
Teaching method(s)	Lecture, Seminar,
Level	400

Course objective

To acquire knowledge of information processing of news and advertising;
 To acquire analytic insights in the interaction between texts and visuals in relevant genres;
 To practice methodological skills, specifically in content analysis and experimental design;
 To develop a scientific attitude towards the use of text and image in news and advertising.

Course content

Visuals and texts interact in different ways, depending on genre and domain. Four phenomena in either news or advertising will be studied in this course:

- (1) In advertising, visual metaphors occur often in magazine advertisements. Text narrows down interpretations of those visuals. Although advertising messages tend to be quite straightforward, the interplay between visual metaphors and their messages is a complex topic. What are the effects on understanding, recall, or purchase intention?
- (2) Tv commercials may express visual rhetoric as well. Voice overs may have different roles towards the visuals shown. They may disambiguate what is presented, or present selling arguments independently of the visuals. We will try to find out which effects different interplays of commercials and voice overs might have.
- (3) In news broadcasts, tv reports combine news events footage with voice overs. Although these voice overs are rarely contradictory to the visuals, they are often only indirectly related. What are the effects of voice overs in news reports? We will address these problems also to online news videos.
- (4) In written news, especially online, headings with photographs try to attract readers' attention. News photographs can encourage readership by showing more cruel aspects, or by presenting content that looks strange with regard to the presented news. The effects of text-photo variation on information processing will be studied.

Form of tuition

Lectures and seminars, 4 hrs a week in total.

Type of assessment

Three assignments (50%) and written examination (50%).

Course reading

Readings will be announced in Canvas.

Target group

Communication and Information Sciences: Multimodal Communication or Language and Communication in Organizations

The Column

Course code	L_NAMAALG001 ()
Period	Period 2
Credits	6.0
Language of tuition	Dutch
Faculty	Faculteit der Geesteswetenschappen
Coordinator	dr. P.H. Moser
Examinator	dr. P.H. Moser
Teaching staff	dr. M.L.M.J. Vliegen, dr. P.H. Moser
Teaching method(s)	Seminar
Level	400

The Power of Metaphor

Course code	L_NCMACIW021 ()
Period	Period 2+3
Credits	6.0
Language of tuition	English
Faculty	Faculteit der Geesteswetenschappen
Coordinator	dr. T. Krennmayr
Examinator	dr. T. Krennmayr
Teaching staff	dr. T. Krennmayr
Teaching method(s)	Lecture, Seminar
Level	400

Course objective

- describe different manifestations of metaphor in text and images with the appropriate terminology;
- analyze patterns and functions of metaphor in text and images;
- develop a critical attitude towards research in the field;
- make informed methodological choices;
- solve problems in collaboration with peers;
- carry out and write up a small study of metaphor in text and/ or images.

Course content

Metaphor in language and images, functions of metaphor (e.g. persuasion, instruction etc.), methods for metaphor analysis, application of metaphor research to professional settings.

Form of tuition

2 hours lecture and 2 hours seminar per week.

Type of assessment

Reading presentation, data session, final paper. You will need a pass on the final paper in order to pass the course.

Course reading

TBA

Target group

Translation English-Dutch 1

Course code	L_ETMATEC001 ()
Period	Period 1
Credits	3.0
Language of tuition	Dutch
Faculty	Faculteit der Geesteswetenschappen
Coordinator	dr. M.J. van den Haak
Examinator	dr. M.J. van den Haak
Teaching staff	dr. M.J. van den Haak
Teaching method(s)	Seminar
Level	400

Translation English-Dutch 2

Course code	L_ETMATEC002 ()
Period	Period 2+3
Credits	6.0
Language of tuition	Dutch
Faculty	Faculteit der Geesteswetenschappen
Coordinator	dr. M.J. van den Haak
Examinator	dr. M.J. van den Haak
Teaching staff	dr. M.J. van den Haak
Teaching method(s)	Seminar
Level	400

Translation Tutorial MA

Course code	L_ETMAALG005 ()
Period	Period 4
Credits	6.0
Language of tuition	English
Faculty	Faculteit der Geesteswetenschappen
Coordinator	dr. M.J. van den Haak
Examinator	dr. M.J. van den Haak
Level	400

Course objective

After successfully completing this course you will be able to translate from English to Dutch and possibly also from Dutch to English to a beginning translator's professional level and to discuss translational strategies with fellow translators using the language of the field.

Course content

The core of the course involves translational practice. You have to produce a translation dossier of English-Dutch and possibly also Dutch-English translations, complemented by annotations and terminology lists where required. You will also be asked to analyse specific aspects of your own work and do a final presentation of your analysis.

Form of tuition

tutorial, not timetabled

Type of assessment

In order to pass this course, you must receive an overall pass on the combined texts in your dossier (75% of the final mark), plus a pass for the final presentation (25%). If resit arrangements should be required, they will be made on an individual basis and relate to reworking of a specified part of the student's translation dossier.

Entry requirements

Only available for students of the CIW specialization Schrijven en Vertalen who completed at least two translation courses at MA level. Please note that students may only translate from Dutch to English if they have completed the MA course translation Dutch- English.

Target group

MA CIW students of 'Schrijven en Vertalen', specialization 'Vertalen'.

Transmedia Storytelling

Course code	L_ZAMAACW018 ()
Period	Period 1
Credits	6.0
Language of tuition	English
Faculty	Faculteit der Geesteswetenschappen
Coordinator	dr. J.I.L. Veugen
Examinator	dr. J.I.L. Veugen
Teaching staff	dr. J.I.L. Veugen
Teaching method(s)	Lecture, Seminar
Level	400

Course objective

Through this course, the student will gain insight in and develop a theoretical framework for understanding the major (theoretical) concepts and practices of transmedia storytelling within film, television, (comic) books, graphic novels, computer- and alternate reality games, and web-based media.

Course content

As exemplified by franchises such as THE MATRIX (TMS), HEROES (TMS), THE WALKING DEAD (TMS) and ASSASSIN'S CREED (TMS) transmedia practices and storytelling have made a quantum leap in the 21st Century. Transmedia stories unfold across multiple media platforms. They require a much more active attitude of their audience, who now have to become hunters and gatherers moving back and forth across various narratives, trying to stitch together a coherent picture from dispersed information. In this course, we will mainly focus on the theories of Henry Jenkins and

Christy Dena to examine these media texts. We will also look at related phenomena such as paratexts, complex narratives, and fan culture. Students will acquire a good understanding of the debates on transmedia storytelling and the related phenomena. At the end of the course students not only understand the major theoretical aspects concerning transmedia practices and storytelling, they will also be able to critically research transmedia stories. On a practical level, they will gain some experience in working with a wiki. Note that this course only discusses (mostly non-branding) transmedia stories in popular media. It is a theoretical course, not a hands-on practical course on how to create transmedial stories.

Form of tuition

This course uses a combination of lectures, discussions and seminars. Using various theoretical frameworks, we will compare, discuss and analyse various forms and approaches of storytelling across media. Students will also hand in a proposal for and write a short paper to be 'published' in an Academic journal such as Convergence. These papers will be handed in as the final assignment.

Type of assessment

Attendance & active participation in class & discussions. Assignments. Proposal and final paper. See study guide and BB for specifics.

Course reading

Christy Dena, Transmedia Practice: Theorising the Practice of Expressing a Fictional World across Distinct Media and Environments, 2009 (Unpublished PhD dissertation). Sidney, Australia. Available online at <http://www.christydena.com/academic-2/phd/>
Selected chapters from various books and selected articles (see BB).

Entry requirements

Bachelor's degree in Comparative Arts and Media Studies or comparable bachelor program.

Target group

Master's students Comparative Arts and Media Studies; other master's students where the course is an elective. Other master students that comply with the entry requirements.

Remarks

The number of students who can participate in this course is unfortunately limited. Students who do not study CAMS therefore have a risk of being turned down, It is appreciated if you only apply for the course when you really want to participate.
Attendance and punctuality: You may miss 1 class for a valid reason. If you cannot attend, you always have to notify your lecturer by e-mail at the latest one hour before the class starts. If you do not have a valid reason or miss more than one class, you may be expelled from the course.

Tutorial Writing

Course code	L_NCMAALG001 ()
Period	Period 4
Credits	6.0
Language of tuition	Dutch
Faculty	Faculteit der Geesteswetenschappen

Coordinator	dr. M.G. Onrust
Examinator	dr. M.G. Onrust
Teaching method(s)	Seminar
Level	400

Usability Testing of Corporate Websites

Course code	L_ETMATEC007 ()
Period	Period 2+3
Credits	6.0
Language of tuition	Dutch
Faculty	Faculteit der Geesteswetenschappen
Coordinator	dr. M.J. van den Haak
Examinator	dr. M.J. van den Haak
Teaching staff	dr. M.J. van den Haak
Teaching method(s)	Seminar
Level	400

Work Placement Communication and Information Studies, Specialization Translation

Course code	L_EAMACIWSTA (509671)
Period	Ac. Year (September)
Credits	12.0
Language of tuition	Dutch
Faculty	Faculteit der Geesteswetenschappen
Coordinator	dr. M.J. van den Haak
Examinator	dr. M.J. van den Haak
Level	400