



Communication and Information Studies (Ma)

VU University Amsterdam - Faculteit der Geesteswetenschappen (Let) - M Communication and Information Studies - 2014-2015

[Opleidingschema \(pdf\)](#)

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Master Communication and Information Studies, Specialization Journalism

Een bijzonder kenmerk van de masteropleiding Journalistiek aan de VU is de multidisciplinaire opzet. Door het combineren van inzichten uit de beroepspraktijk, de tekstwetenschap en de communicatiewetenschap leren studenten hun kennis toe te passen op het onderzoeken en innoveren van de totstandkoming, de inhoud en de effecten van journalistieke teksten. De MA Journalistiek duurt één jaar, en omvat 60 studiepunten. De opleiding wordt niet in deeltijd aangeboden, maar kan wel in deeltijd worden gevolgd. Het programma bestaat uit 6 periodes. In periode 1 ligt de nadruk op een theoretisch verbindend en introducerend vak voor de sleuteltermen van de opleiding: burgerschap, genre, narrativiteit. Daarnaast leer je in theorie en in de praktijk hoe journalistieke teksten tot stand komen. In periode 2 komen de effecten van nieuws aan bod en bestaat er aandacht voor de vorm en functie van journalistiek. Periode 3 is geheel gewijd aan onderzoeksjournalistiek. In het 2e semester doe je in kleine groepjes onderzoek in opdracht van een nieuwsorganisatie. Parallel daaraan probeer je een zelf gemaakt journalistiek product (uit periode 1 en 2) met behulp van publieksonderzoek te verbeteren. In periode 4 bekwaam je je verder in de onderzoeksmethoden die je wilt gebruiken voor je masterthesis (18 stp) die je afrondt in periode 5 en 6.

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
MA-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 Metaphor in Discourse

Metaphor in Discourse focuses on English in all kinds of real usage documents and events, including literature, science, health communication, political discourse, newspaper articles, advertisements,

conversations, chat, web pages and so on. The programme is meant for all students who are interested in the role of language in discourse and communication.

The angle of the programme differs greatly from others. Rather than looking at more general theories of discourse and language use and then focusing selections of smaller details, our programme starts by looking at one phenomenon in discourse, metaphor, and uses that phenomenon as a wedge to open up more general aspects of discourse and communication.

Thus, metaphor is a lens through which we can re-view aspects of language(s), register, style, rhetoric, framing, narration, argumentation, persuasion, interaction, modality, and so on.

Metaphors are ubiquitous in discourse, but what is their precise structure, function, and effect in language, cognition, and communication? How often is metaphor used, in which genres, for what purposes, and by whom? And how does it reveal the general aspects of discourse listed above? These questions are addressed in three compulsory courses focusing on (1) metaphor in professional practice, (2) metaphor, mind, and modality, and (3) tools for metaphor analysis. The rest of the programme comprises a core course in genre analysis, two elective courses, and a master's thesis.

Programme components:

- [Specialization Metaphor in Discourse Electives](#)

Courses:

Name	Period	Credits	Code
Genre Analysis I	Period 1	6.0	L_AAMATEC001
Genre Analysis II	Period 2+3	6.0	L_AAMATEC002
MA-Thesis Communication and Information Studies: Metaphor in Discourse	Ac. Year (September)	18.0	L_NCMAMIDSCR
Metaphor in Professional Practice	Period 1	6.0	L_ECMATEC003
Metaphor, Mind and Multimodality	Period 4	6.0	L_ETMATEC006
Tools for Metaphor Analysis	Period 2	6.0	L_ECMATEC004

Specialization Metaphor in Discourse Electives

Choose electives worth 12 credits.

Courses:

Name	Period	Credits	Code
Academic English: Advanced Writing for Master Students	Period 4	3.0	L_ETMAALG002
Academic English: Pronunciation training MA	Period 2	3.0	L_EAMAALG005

Academic English: Remedial Writing for Master Students	Period 2	6.0	L_ETMAALG001
Health Communication and New Media	Period 4	6.0	L_NCMACIW014
Introduction to Translation Studies	Period 1	3.0	L_TAMATWS012
Methods of Assessing Web Communication	Period 4	6.0	L_ETMATEC005
Stylistics Plus	Period 2+3	6.0	L_AAMACIW001
Translation English-Dutch 1	Period 1	3.0	L_ETMATEC001
Translation English-Dutch 2	Period 2+3	6.0	L_ETMATEC002

Master Communication and Information Studies, Specialization Writing and Translation

Het programma Schrijven en Vertalen (Engels-Nederlands) leidt je op tot een vertaler of tekstschrijver die bij het toepassen van professionele schrijf- en vertaalvaardigheden kan putten uit taal- en tekstwetenschappelijke kennis over onder andere de verschillen tussen het Engels en het Nederlands, vertaalstrategieën, tekststrategieën, tekstkwaliteit, en tekstopimalisering. Het programma heeft twee varianten: je kunt kiezen voor de variant Schrijven, en voor de variant Vertalen.

Schrijven en Vertalen heeft twee gezamenlijke vakken (12 stp). In deze vakken bestudeer je de rol van de verschillende genres waar je als schrijver of vertaler mee te maken krijgt, en de details van schrijftechniek en stijlkeuzes. Daarnaast zijn er specifieke vakken voor de variant Vertalen en de variant Schrijven (18 stp). De specifieke vakken van de variant Vertalen zijn alle verplicht. Binnen de variant Schrijven is er één verplicht vak, de overige twee vakken kunnen worden gekozen uit een aanbod van keuzevakken.

Studenten die de variant Vertalen kiezen, completeren hun opleiding in semester 2 met een stage (12 stp) en een scriptie (18 stp). Studenten die de variant Schrijven volgen, kunnen in semester 2 kiezen voor een stage of voor vakken uit de vrije ruimte (12 stp). In aansluiting daarop schrijven ze een scriptie (18 stp).

Programme components:

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

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

Kies naast de verplichte modules Genre Analysis 1, Narrativity, Formuleren plus en de scriptie, voor 24 stp uit het aanbod.

Courses:

Name	Period	Credits	Code
Advertising Processes	Period 1	6.0	L_NCMACIW015

Creative Writing MA	Period 2	6.0	L_NNMAALG001
Dutch-English Translation MA	Period 1	6.0	L_ETMAALG003
Genre Analysis I	Period 1	6.0	L_AAMATEC001
Genre Analysis II	Period 2+3	6.0	L_AAMATEC002
MA-Thesis Communication- and Information Studies: Writing and Translation	Ac. Year (September)	18.0	L_NCMASEVSCR
Metaphor in Professional Practice	Period 1	6.0	L_ECMATEC003
Narrativity	Period 1	6.0	L_NCMACIW018
Readers in Business Communication	Period 2	6.0	L_NCMACIW013
Stylistics Plus	Period 2+3	6.0	L_AAMACIW001
Transmedia Storytelling	Period 1+2+3	9.0	L_ZAMAACW012
Tutorial Writing	Period 4	6.0	L_NCMALG001
Work Placement Communication- and Information Studies, Writing	Ac. Year (September)	12.0	L_NCMASCHSTA

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

Courses:

Name	Period	Credits	Code
Genre Analysis I	Period 1	6.0	L_AAMATEC001
Introduction to Translation Studies	Period 1	3.0	L_TAMATWS012
MA-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
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

Het programma Taal en communicatie in organisaties leidt op tot een werkring waarin communicatie in organisaties centraal staat (zoals het onderhouden van buitenlandse contacten voor Nederlandse bedrijven, het redigeren en produceren van zakelijke teksten, voorlichter/PR-

medewerker, onderzoeker op het terrein van taal en communicatie). Het programma bestaat uit een verplicht deel (12 stp; Genre analysis I en II), een profieldeel (18 stp), een keuzeruimte (12 stp) en een scriptie (18 stp).

Programme components:

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

Courses:

Name	Period	Credits	Code
Advertising Processes	Period 1	6.0	L_NCMACIW015
Forensic Linguistics, Language in the Legal Process	Period 2	6.0	L_NCMATEC001
Genre Analysis I	Period 1	6.0	L_AAMATEC001
Genre Analysis II	Period 2+3	6.0	L_AAMATEC002
Health Communication and New Media	Period 4	6.0	L_NCMACIW014
Journalistic Interviews, Institution and Genre	Period 1	6.0	L_NCMACIW016
Key Issues in Language and Communication Research	Period 1	6.0	L_NCMACIW017
MA-Thesis Communication- and Information Studies: Language, Communication and Organisations	Ac. Year (September)	18.0	L_NCMACIWSCR
Methods of Assessing Web Communication	Period 4	6.0	L_ETMATEC005
Readers in Business Communication	Period 2	6.0	L_NCMACIW013
Stylistics Plus	Period 2+3	6.0	L_AAMACIW001

Master Communication and Information Studies Electives

Kies 12 studiepunten vrij, bijvoorbeeld onderstaande modules.

Courses:

Name	Period	Credits	Code
Academic English: Advanced Writing for Master Students	Period 4	3.0	L_ETMAALG002
Academic English: Pronunciation training MA	Period 2	3.0	L_EAMAALG005
Academic English: Remedial Writing for Master Students	Period 2	6.0	L_ETMAALG001
Ambiguity in Dutch Persuasive Messages	Period 4+5+6	10.0	L_AAMACIW004

Dutch-English Translation MA	Period 1	6.0	L_ETMAALG003
English Text Editing MA	Period 4	6.0	L_ETMAALG004
Journalism Genres: Changes in Form and Function	Period 2	6.0	L_NCMAJOU006
Kan de computer concreetheid meten?	Period 4+5+6	10.0	L_AAMACIW005
Work Placement Communication- and Information Studies	Ac. Year (September)	12.0	L_NCMACIWSTA

Academic English: Advanced Writing for Master Students

Course code	L_ETMAALG002 ()
Period	Period 4
Credits	3.0
Language of tuition	English
Faculty	Faculteit der Geesteswetenschappen (Let)
Coordinator	prof. dr. M. Hannay
Examinator	prof. dr. M. Hannay
Teaching staff	prof. dr. M. Hannay
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 is a partly remedial and partly finetuning course. It 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

4 hrs per week in weeks 1-4; two blocks of two hours per week.

Type of assessment

[A section of] a research paper or a dissertation in progress, approx. 3000 words; a series of editing assignments; an analysis of and report on the weak areas in one's own English.

Course reading

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

Entry requirements

This course is only open to master students who already have experience in writing academic texts in English; master students who have successfully completed the remedial writing course for master students may also follow this course if they have a final mark of 7 or more for that course.

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

Before the start of the course, you must submit a sample of your own unedited work. An analysis of this will provide the basis for part of the course content. The course has obligatory attendance. If you miss more than two sessions you will not be allowed to complete the course.

Academic English: Pronunciation training MA

Course code	L_EAMAALG005 ()
Period	Period 2
Credits	3.0
Language of tuition	English
Faculty	Faculteit der Geesteswetenschappen (Let)
Coordinator	dr. L.M. Rupp
Examinator	dr. L.M. Rupp
Teaching staff	dr. L.M. Rupp
Teaching method(s)	Seminar, Lecture
Level	400

Course objective

After successfully completing this course you will be able to describe the 10 most common English pronunciation difficulties and fix these in your own pronunciation, so that you are at least intelligible to other users of English. You will also be able to describe the adverse effects of a broad foreign accent in professional situations, and you will develop spoken English that serves your individual needs, becoming more comfortable and confident using spoken English.

Course content

We will analyse the 10 most common English pronunciation difficulties.

Form of tuition

Lectures (2 hours) and classes (2 hours) supported by audiomaterial. Students are expected to do weekly readings and assignments.

Type of assessment

2 recordings

Course reading

Rupp, L. 2013. Uitspraakgids Engels voor professionals. Amsterdam: VU Uitgeverij.

Target group

Students across the university who wish to improve their English pronunciation

Remarks

Class attendance is obligatory (80%). Participants will also need to have submitted 80% of the set weekly assignments in order to be assigned a grade for the course.

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 (Let)
Coordinator	G.A. Dreschler MA
Examinator	G.A. Dreschler MA
Teaching staff	G.A. Dreschler MA, drs. F. Teunissen
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 error 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 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 Dutch, the essentials of English punctuation, formal style).

Form of tuition

2 hrs lecture per week; 2 hrs seminar per week

Type of assessment

Grammar and writing assignments during the course; final online grammar test plus academic paper of 2000 words.

Course reading

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

- Course book for grammar t.b.a.
- Additional materials through Blackboard.

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 (Let)
Coordinator	dr. G. Mulder
Examinator	dr. G. Mulder
Teaching staff	dr. G. Mulder
Teaching method(s)	Seminar
Level	400

Course objective

The student has a thorough and up to date knowledge of the factors that determine the effectiveness of various properties of persuasive texts.

Course content

Week 1: introduction; Week 2: Theories of persuasion 1: functional and beliefbases approaches to attitude change; Week 3: Theories of persuasion 2: Cognitive Dissonance Theory and theories of behavioral intention; Week 4: Theories of persuasion 3: Elaboration Likelihood Model; Week 5: Research on persuasive effects 1: source factors; Week 6: Research on persuasive effects 2: text factors; Week 7: Research on persuasive effects: reader and context factors.

Form of tuition

The weekly sessions are devoted to a critical assessment of O'Keefe's textbook. Each week students will prepare presentations. One groep presents the theory and another group a research proposal based on the theory. The other groups are responsible for the minutes and/or will lead the discussion.

Type of assessment

Essay (approx. 10 pages) in which one of the assignments (available on BlackBoard) is discussed. The degree of active participant co-determines the student's grade.

Course reading

D.J. O'Keefe, Persuasion: Theory and Research. (2002), 2nd ed. Thousand Oaks etc.: Sage. ISBN 0-7619-2539-2. List of articles available via VU

Library

Entry requirements

This course builds on general knowledge of principles of text design as taught in BA courses like "Communiceren via Teksten". Students are required to have a basic knowledge of persuasion models.

Remarks

English on demand; preregistration required.

Ambiguity in Dutch Persuasive Messages

Course code	L_AAMACIW004 ()
Period	Period 4+5+6
Credits	10.0
Language of tuition	Dutch
Faculty	Faculteit der Geesteswetenschappen (Let)
Coordinator	dr. L. Lagerwerf
Examinator	dr. L. Lagerwerf
Teaching staff	dr. L. Lagerwerf
Teaching method(s)	Seminar
Level	400

Applied Humanities Computing in Journalism

Course code	L_AAMAJOU004 ()
Period	Period 4
Credits	3.0
Language of tuition	Dutch
Faculty	Faculteit der Geesteswetenschappen (Let)
Coordinator	prof. dr. I.C. Costera-Meijer
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 (Let)
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

Dutch-English Translation MA

Course code	L_ETMAALG003 ()
Period	Period 1
Credits	6.0
Language of tuition	English
Faculty	Faculteit der Geesteswetenschappen (Let)
Coordinator	prof. dr. M. Hannay
Examinator	prof. dr. M. Hannay
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

A dossier of annotated translation assignments.

Course reading

A reading list will be placed on Blackboard.

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 4
Credits	6.0

Language of tuition	English
Faculty	Faculteit der Geesteswetenschappen (Let)
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.

Course reading

A reading list will be placed on Blackboard.

Entry requirements

This course is only open to master students who have a strong BA background in English language and who have completed at least one master course in translation.

Target group

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

Remarks

Before the start of the course, you must submit a sample of your own unedited work. An analysis of this will provide the basis for part of the course content. The course has obligatory attendance. If you miss more than two sessions you will not be allowed to complete the course.

Forensic Linguistics, Language in the Legal Process

Course code	L_NCMATEC001 ()
Period	Period 2
Credits	6.0
Language of tuition	English
Faculty	Faculteit der Geesteswetenschappen (Let)
Coordinator	dr. F. van der Houwen
Examinator	dr. F. van der Houwen
Teaching staff	dr. F. van der Houwen
Teaching method(s)	Seminar
Level	400

Course objective

Students get an overview of the various types of cases that call upon linguistic expertise in the area of language in the legal process. Furthermore students will gain an understanding of how linguistic insights can be applied to understand and advise on language use in criminal cases.

Course content

Linguists are increasingly asked to help with criminal cases. In this course we examine a variety of such cases, involving undercover operations, police interrogations and reports, and courtroom interactions with (vulnerable) witnesses. In the search for truth there may not always be a clear research question and the linguist needs to be creative in applying one or more methods. We discuss various linguistic tools available and how these can contribute to understand better what has happened in a criminal case. We may also discover areas where current linguistic knowledge is insufficient and propose research that would help fill this gap.

Form of tuition

Seminars

Type of assessment

Advisory report; research proposal

Course reading

To be announced

Entry requirements

Recommended: Forensic linguistics A: an introduction (505117)

Target group

Master's students of English, Dutch and CIW; MPhil- students of Linguistics

Remarks

The course will be taught in Dutch if only Dutch speaking participants participate. If the course is taught in English, Dutch students may write their assignments in Dutch and work with Dutch data. All course reading material is in English.

Genre Analysis I

Course code	L_AAMATEC001 ()
Period	Period 1
Credits	6.0
Language of tuition	English
Faculty	Faculteit der Geesteswetenschappen (Let)
Coordinator	prof. dr. G.J. Steen
Teaching staff	prof. dr. G.J. Steen, W.G. Reijnierse
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 in one encompassing genre-analytical framework that helps you in adequately orienting yourself as an academically trained language and communication professional. In this framework, genre analysis organizes the relation between dimensions of discourse in such a way that it becomes predictive of language use. This offers an integrative basis for your academic as well as professional abilities to deal with language in communication, potentially involving analysis, evaluation, improvement, design, production and translation of written and spoken discourse.

Course content

This course will enable you to see the wood for the trees in the rather vast and bewildering domain of discourse analysis, without unduly simplifying the complexities involved or ignoring important traditions that are at odds with other ones. The course focuses on four content areas:

- 1 Phenomenological: you need to know how you can recognize distinct genre events and how these can constrain language use.
- 2 Theoretical: you need to know the relevant structures and functions of context, text, and code of genre events, and how these are modeled in a wide range of traditions that often look at only part of the picture, or the complete picture but from one perspective.
- 3 Methodological: you need to know what research into genre structures and functions as opposed to genre processes and their products can and can't do, and you need to know that qualitative and quantitative research are in a complementary relationship with each other, serving different functions at different moments of research.
- 4 Empirical: you need to know how fundamental as well as applied research on language use can be guided by provisionally fixing and testing assumptions in a genre model, which itself does not have to be

complete; this also means that you have to understand that such provisional models for research come from long-standing traditions that you have to take on board and apply to the (sub) genre in question, often by tailoring more general theoretical and empirical claims to more specific situations and problems of communication.

Form of tuition

Lectures and seminars.

Type of assessment

Take home test

Course reading

TBA

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

Registration obligatory

Genre Analysis II

Course code	L_AAMATEC002 ()
Period	Period 2+3
Credits	6.0
Language of tuition	English
Faculty	Faculteit der Geesteswetenschappen (Let)
Coordinator	J. van Berkel MA
Teaching staff	prof. dr. G.J. Steen, prof. dr. W.P.M.S. Spooren
Teaching method(s)	Seminar, Lecture
Level	400

Course objective

The overall aim of this course is to turn the knowledge and skills you learned in Genre Analysis 1 to practice. The course will focus on the application of the genre variables and categories to the construction of a genre profile for TED talks which will then form the basis of the construction and design of a TED talk of your own. The crux of the course lies in the empirical testing of the quality of the effect of your own product.

Course content

Issues of text quality will be considered against the background of the genre model presented in part I of the course. On the basis of a genre profile of the TED talk, you will design and produce your own TED talk, in two versions, in order to test the effect of the manipulated text property. Then you will carry out informant-based research evaluating the quality of the effect of your two versions. The results of the analysis will be formulated in an academic research report, which you will present, along with your analyses, during the graduate seminar to

be held in January.

Form of tuition

Lectures and seminars.

Type of assessment

Weekly assignments and final paper.

Course reading

To be announced.

Entry requirements

Genre Analysis I (L_AAMATEC001).

Target group

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

Remarks

Registration obligatory

Health Communication and New Media

Course code	L_NCMACIW014 ()
Period	Period 4
Credits	6.0
Language of tuition	English
Faculty	Faculteit der Geesteswetenschappen (Let)
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
Level	400

Course objective

During this course, students familiarize themselves with the ways in which new communication technologies influence communication processes between patients, practitioners and health organisations. They learn to apply current theories in the domain of usability and sociability to study and evaluate how new communication technologies can be most effectively employed depending on specific purposes and contexts.

Course content

Students learn how health communication and online media are related to each other in theory and practice. During the first part of the course students familiarize themselves with relevant theories, concepts and research approaches within the domain of online health, focusing on two theoretical perspectives in particular: usability and sociability. In the second part of the course, students work in groups on a small research project. The emphasis will lie on analysing an online health communication environment from a usability and sociability point of view, evaluate different aspects of the environment and formulate well-grounded recommendations for its improvement.

Form of tuition

Oral presentations in February (20 per cent of the grade); poster presentations (40 per cent of the grade) and group research paper (40 per cent of the grade) in April.

Type of assessment

Oral presentation in week 4 (20 per cent of the total grade), poster presentation at the symposium (40 per cent of the total grade) and group research paper (40 per cent of the total grade). Presence at the oral presentation in week 4 and at the symposium is mandatory.

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.

Target group

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

Remarks

The maximum group size is 25 students. In the case of over-registration, selection will take place on the basis of a letter of motivation. If asked to do so, please send your letter of motivation to the course organizer Charlotte van Hooijdonk (e-mail: c.m.j.van.hooijdonk@vu.nl).

Introduction to Translation Studies

Course code	L_TAMATWS012 ()
Period	Period 1
Credits	3.0
Language of tuition	English
Faculty	Faculteit der Geesteswetenschappen (Let)
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, texttype and translation, style and translation, linguistics and translation, translation and culture.

Form of tuition

Lectures and reading assignments

Type of assessment

Written exam

Course reading

- All students: C. Nord, Translating as a purposeful activity, Manchester: St. Jerome
- Additional for Bible Translation students only: T. Wilt, ed., Bible Translation: Frames of Reference, Manchester: St. Jerome Publishing

Target group

Master's students of Linguistics (Bible Translation); master's students CIW (Specialization ICT and Translation); master's students 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 (Let)
Coordinator	drs. D. Ilievski
Examinator	drs. D. Ilievski
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 (Let)
Coordinator	prof. dr. I.C. Costera-Meijer
Examinator	prof. dr. I.C. Costera-Meijer
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 (Let)
Coordinator	dr. L. Lagerwerf
Examinator	dr. L. Lagerwerf
Teaching staff	dr. L. Lagerwerf
Teaching method(s)	Lecture, Seminar
Level	400

Journalistic Interviews, Institution and Genre

Course code	L_NCMACIW016 ()
Period	Period 1
Credits	6.0
Language of tuition	Dutch
Faculty	Faculteit der Geesteswetenschappen (Let)
Coordinator	drs. M.C.G. Schasfoort
Examinator	drs. M.C.G. Schasfoort
Teaching staff	drs. M.C.G. Schasfoort
Teaching method(s)	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 (Let)
Coordinator	dr. L. Lagerwerf
Examinator	dr. L. Lagerwerf
Teaching staff	dr. L. Lagerwerf
Teaching method(s)	Seminar
Level	400

Kan de computer concreetheid meten?

Course code	L_AAMACIW005 ()
Period	Period 4+5+6
Credits	10.0
Language of tuition	Dutch
Faculty	Faculteit der Geesteswetenschappen (Let)

Coordinator	prof. dr. P.T.J.M. Vossen
Examinator	prof. dr. P.T.J.M. Vossen
Teaching staff	prof. dr. P.T.J.M. Vossen
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 (Let)
Coordinator	prof. dr. I.C. Costera-Meijer
Examinator	prof. dr. I.C. Costera-Meijer
Teaching staff	prof. dr. I.C. Costera-Meijer
Teaching method(s)	Seminar
Level	400

Key Issues in Language and Communication Research

Course code	L_NCMACIW017 ()
Period	Period 1
Credits	6.0
Language of tuition	Dutch
Faculty	Faculteit der Geesteswetenschappen (Let)
Coordinator	dr. M.L.M.J. Vliegen
Examinator	dr. M.L.M.J. Vliegen
Teaching staff	dr. M.L.M.J. Vliegen
Teaching method(s)	Seminar
Level	400

MA-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 (Let)
Coordinator	drs. D. Ilievski
Examinator	drs. D. Ilievski
Level	400

MA-Thesis Communication- and Information Studies: Language, Communication

and Organisations

Course code	L_NCMACIWSCR (505651)
Period	Ac. Year (September)
Credits	18.0
Language of tuition	Dutch
Faculty	Faculteit der Geesteswetenschappen (Let)
Coordinator	dr. T.C. van Charldorp
Examinator	dr. T.C. van Charldorp
Level	400

MA-Thesis Communication and Information Studies: Metaphor in Discourse

Course code	L_NCMAMIDSCR ()
Period	Ac. Year (September)
Credits	18.0
Language of tuition	English
Faculty	Faculteit der Geesteswetenschappen (Let)
Coordinator	prof. dr. G.J. Steen
Level	400

Course objective

Students apply and demonstrate their ability to do academic research on Metaphor in Discourse as a significant case in Language and Communication studies with substantial scope and complexity. They can develop their own idea for a relevant and feasible project which, when approved, they can plan and execute independently. Their work is aimed at producing new academically reliable and valid findings, which form a new contribution to an on-going discussion and tradition. They can write a report in the form of a thesis that reflects these qualities according to the conventions of the discipline.

Course content

In the master thesis students produce a research report about a topic in the domain of Metaphor in Discourse. They select a problem, topic, and goal of research, analyze recent publications concerning their topic, formulate a research question with subquestions, carry out an empirical investigation that is quantitative or qualitative, and produce a report in the form of a thesis of around 25,000 words.

Form of tuition

Individual tuition

Type of assessment

MA thesis meeting the requirements of the programme (see faculty guide).

Course reading

To be collected by the student

Entry requirements

3 obligatory Metaphor in Discourse courses and Genre Analysis 1 and 2

Target group

Master Students Communication and Information Studies: Metaphor in Discourse

MA-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 (Let)
Coordinator	dr. M.G. Onrust
Examinator	dr. M.G. Onrust
Level	400

Metaphor in Professional Practice

Course code	L_ECMATEC003 ()
Period	Period 1
Credits	6.0
Language of tuition	English
Faculty	Faculteit der Geesteswetenschappen (Let)
Coordinator	prof. dr. G.J. Steen
Teaching staff	prof. dr. G.J. Steen
Teaching method(s)	Seminar
Level	400

Course objective

It is the aim of this course to show how metaphor works in a wide range of genre events in professional settings, in order to forge a solid foundation for metaphor analysis, evaluation and application by linguists and discourse analysts

Course content

This course will equip you with the knowledge and skills needed to analyze metaphor in professional practice. We will discuss the role of metaphor in a range of professional contexts such as education, therapy, and the mass media, and make a distinction between three dimensions of metaphor use: its linguistic form, its conceptual structure, and its communicative function. Using texts from different kinds of discourse you will learn how to analyse these dimensions of metaphor in use, gain knowledge of their specific behavior in specific professional practices, and learn how to think about possibilities for evaluation and intervention.

Form of tuition

Seminars based on student presentations

Type of assessment

Grades will be based on a combination of assignments, at least one presentation, and a final paper of about 5,000 words; the paper must be a pass.

Course reading

TBA

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.

Metaphor, Mind and Multimodality

Course code	L_ETMATEC006 ()
Period	Period 4
Credits	6.0
Language of tuition	English
Faculty	Faculteit der Geesteswetenschappen (Let)
Coordinator	prof. dr. A.J. Cienki
Examinator	prof. dr. A.J. Cienki
Teaching staff	prof. dr. A.J. Cienki
Teaching method(s)	Seminar
Level	400

Course objective

To learn about metaphor as it may reflect patterns of thought; to gain insight into how we understand abstract ideas in terms of our physical experience; to see how approaches in this area have been applied to analyse metaphor use in different media of expression (audio and visual). The course can thus provide useful background for audio-visual communication advising.

Course content

What does it mean to say that there are many 'metaphors we live by'? In this course, we explore approaches to this question, including the theories of conceptual metaphor and conceptual blending. We examine how they relate to a view of meaning that focuses on the embodied basis of our experience in the world, looking at how our abstract concepts are grounded in physical perceptions. Research on metaphor use in different modes of expression (gestures with speech, print ads and commercials, visual arts, sound/music) then provides material for discussing the value of (and potential problems with) these theories. Methods of analysing metaphor in different expressive modes and their combinations (multimodal forms) will be considered throughout.

Form of tuition

Seminars with presentations and discussions of readings.

Type of assessment

Presentations, active participation in class discussions, short essays, and a final paper (4000 words).

Course reading

Selected journal articles and book chapters.

Entry requirements

BA degree in communication studies, language, linguistics, literature, or other relevant field of study.

Methods of Assessing Web Communication

Course code	L_ETMATEC005 ()
Period	Period 4
Credits	6.0
Language of tuition	Dutch
Faculty	Faculteit der Geesteswetenschappen (Let)
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

Narrativity

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

News and Citizenship

Course code	L_NCMAJOU009 ()
Period	Period 1
Credits	6.0
Language of tuition	Dutch
Faculty	Faculteit der Geesteswetenschappen (Let)
Coordinator	drs. D. Ilievski
Examinator	drs. D. Ilievski
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 (Let)
Coordinator	drs. D. Ilievski
Examinator	drs. D. Ilievski
Teaching staff	prof. dr. J. Kleinnijenhuis
Teaching method(s)	Lecture, Seminar
Level	400

Readers in Business Communication

Course code	L_NCMACIW013 ()
Period	Period 2
Credits	6.0
Language of tuition	Dutch
Faculty	Faculteit der Geesteswetenschappen (Let)
Coordinator	dr. L. Lagerwerf
Examinator	dr. L. Lagerwerf
Teaching staff	dr. L. Lagerwerf
Teaching method(s)	Seminar
Level	400

Stylistics Plus

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

Technical Translation

Course code	L_AAMACIW003 ()
Period	Period 2+3

Credits	6.0
Language of tuition	Dutch
Faculty	Faculteit der Geesteswetenschappen (Let)
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

Tools for Metaphor Analysis

Course code	L_ECMATEC004 ()
Period	Period 2
Credits	6.0
Language of tuition	English
Faculty	Faculteit der Geesteswetenschappen (Let)
Coordinator	dr. T. Krennmayr
Examinator	dr. T. Krennmayr
Teaching staff	dr. T. Krennmayr
Teaching method(s)	Seminar
Level	400

Course objective

develop analytical skills for researching metaphor in discourse with special attention to the identification of metaphor across registers

Course content

This course will equip you with the skills needed to build your own dataset coded for metaphor. We will discuss what it means to identify metaphor on a linguistic and conceptual level of analysis and critically look at tools analysts can use to code their data for metaphor. Through hands-on activities using texts from different kinds of discourse you will learn to identify various types of metaphor, to describe their patterns and functions, and to resolve challenges you encounter as you gather your data.

Form of tuition

TBA

Type of assessment

Grades will be based on a combination of assignments, at least one presentation, and a final paper of about 4,000 words.

Course reading

TBA

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.
May also be of interest to students of literary studies.

Remarks

Registration obligatory

Translation English-Dutch 1

Course code	L_ETMATEC001 ()
Period	Period 1
Credits	3.0
Language of tuition	Dutch
Faculty	Faculteit der Geesteswetenschappen (Let)
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 (Let)
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

Transmedia Storytelling

Course code	L_ZAMAACW012 ()
Period	Period 1+2+3
Credits	9.0
Language of tuition	English
Faculty	Faculteit der Geesteswetenschappen (Let)
Coordinator	dr. J.I.L. Veugen
Examinator	dr. J.I.L. Veugen
Teaching staff	dr. J.I.L. Veugen
Teaching method(s)	Lecture
Level	400

Course objective

Through this course the student will gain insight and develop a theoretical framework for understanding the major (theoretical) concepts and practices of cross- and 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 Starwars, The Lord of the Rings, Pokemon, CSI, Heroes, Tomb Raider and Assassin's Creed cross- and transmedia development and storytelling have made a quantum leap in the 21st Century. Both cross-and transmedia stories unfold across multiple media platforms, although there is a distinct difference between the two. In this course this difference, as well as differences between branding (such as Coca Cola's Happiness Factory campaign) and non-branding stories (such as the Assassin's Creed narratives) will be discussed and explored, as will other important aspects of these forms of storytelling such as the fact that 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.

Students will acquire a good understanding of the debates on cross- and transmedia storytelling, which will also include those on seriality, interactive entertainment and fan-culture. At the end of the course students not only understand the major (theoretical) aspects concerning transmedia development, but 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 focusses non-commercial transmedia stories in popular media.

Form of tuition

This course uses a combination of lectures, discussions and seminars. Using various theoretical frameworks, the first period will be devoted to comparing and analysing the various forms and approaches of storytelling across media. In the second period discussions will continue, but students will also work on writing an article for an academic online journal on popular media, which they will put through a (self-organized) peer review process.

Type of assessment

Attendance, active participation, chairing and contributing to the (online) discussion, case study, presentation, peer review process and final article

Course reading

Dena, C. (2009). Transmedia Practice: Theorising the Practice of Expressing a Fictional World across Distinct Media and Environments (Unpublished PhD dissertation). Sidney, Australia. Available online at <http://www.christydena.com/academic-2/phd/>

Selected chapters from various sources.

Background reading: Frank Rose (2011) The Art of Immersion. New York: W. W. Norton & Company.

Entry requirements

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

Target group

Master's students Comparative Arts and Media Studies; other master's students who fulfil the entry requirements.

Remarks

The number of students who can participate in this course is limited. Students who do not study CAMS may therefore be turned down.

Tutorial Writing

Course code	L_NCMAALG001 ()
Period	Period 4
Credits	6.0
Language of tuition	Dutch
Faculty	Faculteit der Geesteswetenschappen (Let)
Coordinator	dr. M.G. Onrust
Examinator	dr. M.G. Onrust
Teaching staff	dr. M.G. Onrust
Teaching method(s)	Seminar
Level	400

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 (Let)
Coordinator	dr. T.C. van Charldorp
Examinator	dr. T.C. van Charldorp
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 (Let)
Coordinator	dr. M.J. van den Haak
Examinator	dr. M.J. van den Haak
Level	400

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 (Let)
Coordinator	dr. M.G. Onrust
Examinator	dr. M.G. Onrust
Level	400