

FACULTY OF HUMANITIES

UNIVERSITY OF COPENHAGEN



Programme curriculum

**The Master's Programme in  
Cognition and Communication**

2019

**Adjusted 2019 and 2020**

**Faculty of Humanities  
University of Copenhagen**

**Entry into force: 1 September 2020**

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This programme curriculum is supplemented by the faculty's *Shared curriculum for study programmes at the Faculty of Humanities*. Students enrolled under this curriculum are therefore subject to the guidelines and rules described in both the shared curriculum and the programme curriculum.

## Part 1. Legal basis

### Section 1. Legal basis

This curriculum has been drawn up under the authority endowed by:

- Ministerial Order no. 106 of 12 February 2018 on Admission to and Enrolment on Master's (Candidatus) Programmes at Universities (*kandidatadgangsbekendtgørelsen*).
- Ministerial Order no. 1328 of 15 November 2016 on Bachelor and Master's (Candidatus) Programmes at Universities (*uddannelsesbekendtgørelsen*).
- Ministerial Order no. 1062 of 30 June 2016 on University Examinations and Grading (*eksamensbekendtgørelsen*).
- Ministerial Order no. 114 of 3 February 2015 on the Grading Scale and Other Forms of Assessment of Study Programmes under the Ministry of Higher Education and Science (*karakterbekendtgørelsen*).

## Part 2. Admission requirements, prescribed period of study, affiliations and title

### Section 2. Admission requirements

The bachelor's programmes that grant direct admission are listed at [www.studier.ku.dk/kandidat/](http://www.studier.ku.dk/kandidat/).

(2) The faculty may admit applicants other than those mentioned in paragraphs 1 if the faculty believes that the applicant has the same professional qualifications and can complete the programme.

(3) Students have to pass English assessment corresponding to B-level English in the Danish upper-secondary school system before commencing their studies.

(4) The faculty can make enrolment contingent upon the applicant attending and passing a supplementary course of up to 30 ECTS. In this case, the faculty sets a time limit for when the supplementary course has to be passed, no later than 1 year after commencing study.

(5) The faculty decides the admission capacity for the master's programme in Cognition and Communication each year. The admission capacity is published each year at [www.studier.ku.dk/kandidat/](http://www.studier.ku.dk/kandidat/).

(6) If the number of qualified applicants exceeds the admission capacity, applicants will be prioritised in line with criteria at [www.studier.ku.dk/kandidat/](http://www.studier.ku.dk/kandidat/).

### Section 3. Prescribed period of study

The master's degree programme in Cognition and Communication is set at 120 ECTS.

### Section 4. Affiliation

The master's degree programme in Cognition and Communication falls under the auspices of the study board for Department of Media, Cognition and Communication and the external examiners for Film, Media and Communication.

## **Section 5. Title**

On successful completion of the master's degree programme with major subject in Cognition and Communication, graduates are entitled to use the title Master of Arts (MA) in Cognition and Communication.

## **Part 3. Technical requirements pertaining to study**

### **Section 6. Reading texts in foreign languages**

All literature shall be offered in English. Supplementary literature in French and German can be offered, but as often as possible only when an English translation exists.

### **Section 7. Definition of a standard page**

A standard page is defined in section 7 of the shared curriculum for study programmes at the Faculty of Humanities.

### **Section 8. Syllabus**

The syllabus provisions are presented in the individual subject elements.

## **Part 4. Competency goals and academic profile**

### **Section 9. Competency description**

The purpose of the Master's Programme in Cognition and Communication is to provide insight into fundamental aspects of human cognition and communication as well as the interplay between cognitive and communicative processes in situated contexts.

Graduates from the programme are thus able to identify and analyse relevant aspects of cognitive and communicative processes in specific contexts as well as identifying, analyzing, and evaluating various solutions in order to solve specific problems in these contexts.

Graduates can, for example, use these competencies to plan and conduct empirical investigations of situated human behavior (using both qualitative and quantitative methods), and provide advice and consultancy related to various types of communication processes. Graduates are suitable for companies and other organizations looking for candidates with expertise related to a broad range of cognitive and communicative processes, in connection with, for example, the sale of products and services and/or communication internally among employees as well as external communication to interested parties. Graduates can deploy their competencies in relation to situations involving interpersonal face-to-face communication as well as interpersonal and mass communication mediated by various technologies.

### **Section 10. Competency profile**

A master's degree programme in Cognition and Communication gives the student:

Knowledge and understanding of:

- The significance of human cognition for both technologically mediated and face-to face communication

- Key theories and methodologies of contemporary interdisciplinary cognitive science, philosophy, and media studies.
- Cognitive and emotional factors in technologically mediated as well as face-to-face communication processes.

Skills in:

- Collecting data on, analyzing, and interpreting central aspects of human cognition and communication, including the processes of both human-to-human and human-to-technology interaction in social and cultural contexts.
- Draw on in-depth knowledge of both cognitive and communicative processes in analyses of situated human behavior
- Communicating and disseminating research-based knowledge
- Discussing academic and professional problems and issues with peers as well as non-specialists

Competencies in:

- Independently planning and implementing small and medium-scale empirical research projects targeting cognitive and communicative processes
- Independently analysing human cognitive factors in relation to communication and social interaction more broadly
- Planning, consulting and implementing in relation to various situated communication processes, with due respect to the role played by mediating technologies
- Participating in and managing tasks in various complex work contexts, based on their academic grounding in cognitive science and communication theory
- Initiating, implementing and taking professional responsibility for interdisciplinary and intercultural collaboration
- Independently managing one's own academic and professional development and possible specialization within a specific area related to cognition and communication

## Part 5. Structure and course elements

### Section 11. Structure

The study programme consists of course elements corresponding to 90 ECTS, including a master's thesis accounting for 30 ECTS. The study programme also contains electives corresponding to 30 ECTS.

(2) The thesis must be written in semester 4 and completes the studies. The student has to have passed 60 ECTS in order to register for the thesis.

### Section 12. Master's degree programme in Cognition and Communication

The study programme contains a 30 ECTS mobility window which students can apply to use for study trips, etc.

(2) The table below shows the structured course of study for the master's degree programme in Cognition and Communication.

Semester	Course elements:	
1.	Introduction to Cognitive Science and Experimental Methods 15 ECTS	Communication Theory and Research Design 15 ECTS
2.	Research Project 15 ECTS	Topics in Cognition and Communication 15 ECTS

Semester	Course elements:
3.	Master's Elective 30 ECTS
4.	Master's Thesis 30 ECTS

### Section 13. Study-Start Test

<b>Objective</b>	The objective of the Study-Start Test is to encourage an active study culture, determine if the student has commenced the education and are participating actively during the classes.
<b>Exam provisions</b>	<p><b>Form of exam:</b> Active class participation.</p> <p><b>Scope:</b> 100 % class attendance in Introduction to Cognitive Science and Experimental Methods.</p> <p><b>Exam language:</b> English.</p> <p><b>Assesment:</b> Internal exam with one examiner, approved/not approved.</p> <p><b>Temporal placing:</b> The first week of class in Introduction to Cognitive Science and Experimental Methods.</p> <p><b>Make-up exam/resit:</b> Reflection note, 1-2 standard page.</p>
<b>Special provisions</b>	<p>The student has two attempts to pass the Study-Start Test.</p> <p>The make-up exam/resit takes place 2 weeks after study start. The make-up exam/resit consist of a note with the students reflections on motivation to apply for the education.</p>

## Section 14. Subject elements of the programme

### Introduction to Cognitive Science and Experimental Methods (compulsory and constituent)

15 ECTS

Activity code: HCKK03001E

<p><b>Academic targets</b></p>	<p>At the examination, the student can demonstrate:</p> <p>Knowledge and understanding of:</p> <ul style="list-style-type: none"> <li>• contemporary cognitive models of cognitive abilities such as perception, thinking, emotion, consciousness, action, mind-reading, and communication.</li> <li>• ways in which cognitive processes and human behaviour can be described and explained at various levels of explanation (ranging from descriptions of cognitive tasks to neurobiological implementation).</li> <li>• the interdisciplinary nature of cognitive science and its different frameworks - from the classical computational models to connectionism.</li> <li>• key notions in contemporary philosophy of psychology and philosophy of mind.</li> </ul> <p>Skills in:</p> <ul style="list-style-type: none"> <li>• describing and explaining how applications of cognitive science may have relevance for communication.</li> <li>• describing and explaining the various research designs used by cognitive scientists.</li> <li>• describing and explaining the relationship between experimental design, experimental manipulations, and cognitive models.</li> </ul> <p>Competencies in:</p> <ul style="list-style-type: none"> <li>• demonstrating an adequate understanding of experimental designs.</li> <li>• understanding and critically assessing contemporary research in a given domain of cognitive science.</li> <li>• independently presenting and arguing in favour of relevant positions in writing.</li> </ul>
<p><b>Syllabus</b></p>	<p>The student specifies a syllabus of app. 1,000 standard pages for the exam. The syllabus is not approved prior to the exam. The syllabus is comprised by the reference list included in the written assignment.</p>
<p><b>Types of teaching and working</b></p>	<p>Lectures and class teaching, discussions and exercises.</p>
<p><b>Exam provisions</b></p>	<p><b>Form of exam:</b> Take-home assignment, optional subject, following active class participation. The active class participation consists of:</p> <ul style="list-style-type: none"> <li>• Minimum 75 % class attendance.</li> <li>• Approval of 3 written exercises of each 2-4 standard pages.</li> <li>• Student peer feedback on 2 of the written exercises.</li> </ul> <p><b>Scope:</b> 11-15 standard pages. <b>Assessment:</b> Internal exam with one examiner, the 7-point grading scale. Active class participation must be approved by the teacher. <b>Regulations for group exams:</b> The exam can only be sat individually. <b>Exam language(s):</b> English. <b>Materials permitted:</b> All exam aids are permitted. <b>Make-up exam/resit:</b> Conducted in the same manner as the original exam.</p>

	<p><b>Exam in case of non-approved active class participation</b>  <b>Form of exam:</b> Take-home assignment, set subject.  <b>Scope:</b> 21-25 standard pages with a two weeks deadline.  <b>Assessment:</b> Internal exam with one examiner, the 7-point grading scale.  <b>Regulations for group exams:</b> The exam can only be sat individually.  <b>Exam language(s):</b> English.  <b>Materials permitted:</b> All exam aids are permitted.  <b>Make-up exam/resit:</b> Conducted in the same manner as immediately above.</p>
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**Communication Theory and Research Design (compulsory and constituent)**

**15 ECTS**

**Activity code: HCKK03011E**

<b>Academic targets</b>	<p>At the examination, the student can demonstrate:</p> <p>Knowledge and understanding of:</p> <ul style="list-style-type: none"> <li>• key concepts and issues in communication theory.</li> <li>• common research strategies within applied social science and communication research (qualitative, quantitative and mixed).</li> <li>• common research designs within applied social science and communication research.</li> <li>• common sampling strategies within applied social science and communication research.</li> <li>• common methods for data collection and data analysis within applied social science and communication research.</li> </ul> <p>Skills in:</p> <ul style="list-style-type: none"> <li>• identifying and formulating research questions.</li> <li>• choosing research strategies and research designs in accordance with one or more research questions.</li> <li>• employing data collection methods in accordance with various research strategies and research designs.</li> <li>• employing data analysis methods in accordance with various research strategies and research designs.</li> </ul> <p>Competencies in</p> <ul style="list-style-type: none"> <li>• planning, devising, and writing up a realistic research proposal for a small scale research project.</li> <li>• identifying, critically reflecting upon, evaluating, and taking into account relevant connections between theoretical frameworks, research ethics, research questions, overall strategy, and research design.</li> </ul>
<b>Syllabus</b>	<p>The student specifies a syllabus of app. 1,000 standard pages for the exam. The syllabus is not approved prior to the exam. The syllabus is comprised by the reference list included in the written assignment.</p>
<b>Types of teaching and working</b>	<p>Lectures and class teaching, discussions and exercises.</p>



<p><b>Exam provisions</b></p>	<p><b>Form of exam:</b> Take-home assignment, optional subject, following active class participation. The active class participation consists of:</p> <ul style="list-style-type: none"> <li>• Minimum 75 % class attendance.</li> <li>• Approval of 3 written exercises of each 2-4 standard pages.</li> <li>• Student peer feedback on 2 of the written exercises.</li> </ul> <p><b>Scope:</b> 11-15 standard pages. <b>Assessment:</b> Internal exam with one examiner, the 7-point grading scale. Active class participation must be approved by the teacher. <b>Regulations for group exams:</b> The exam can be sat individually or as a group (max. 4 students) with individual assessment. Each individual's contribution must constitute distinct entities that can be identified and assessed individually. The joint element must not exceed 25 % of the total assignment. In case of group exam, the length of the take-home assignment must be 16-22 standard pages (2 students), 22-30 standard pages (3 students) or 27-37 standard pages (4 students). <b>Exam language(s):</b> English. <b>Materials permitted:</b> All exam aids are permitted. <b>Make-up exam/resit:</b> Conducted in the same manner as the original exam.</p>
	<p><b>Exam in case of non-approved active class participation</b> <b>Form of exam:</b> Take-home assignment, set subject. <b>Scope:</b> 21-25 standard pages with a two weeks deadline. <b>Assessment:</b> Internal exam with one examiner, the 7-point grading scale. <b>Regulations for group exams:</b> The exam can only be sat individually. <b>Exam language(s):</b> English. <b>Materials permitted:</b> All exam aids are permitted. <b>Make-up exam/resit:</b> Conducted in the same manner as immediately above.</p>

**Research Project (compulsory and constituent)**

15 ECTS

Activity code: HCKK03021E

<p><b>Academic targets</b></p>	<p>At the examination, the student can demonstrate:</p> <p>Knowledge and understanding of:</p> <ul style="list-style-type: none"> <li>• key relationships involved in planning as well as conducting small scale empirical research projects.</li> </ul> <p>Skills in:</p> <ul style="list-style-type: none"> <li>• methods for collection, storage, and manipulation of various types of data within applied social science and communication research projects.</li> </ul> <p>Competencies in</p> <ul style="list-style-type: none"> <li>• planning and conducting a small-scale self-selected research project.</li> <li>• writing up a research report for a small-scale research project.</li> <li>• identifying, characterizing and substantiating in detail the strategy, design, and methods of a small-scale research project.</li> <li>• systematically documenting the key components and stages of a small-scale research project.</li> <li>• identifying, critically reflecting upon, and evaluating key potentials and limitations of small-scale research projects.</li> </ul>
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<b>Syllabus</b>	The student specifies a syllabus of app. 1,000 standard pages for the exam. The syllabus is not approved prior to the exam. The syllabus is comprised by the reference list included in the written assignment.
<b>Types of teaching and working</b>	Lectures and class teaching as well as workshops dealing with data analysis and research projects.
<b>Exam provisions</b>	<p><b>Form of exam:</b> Oral exam, optional subject, with materials.</p> <p><b>Scope:</b> 30 minutes incl. 5 minutes of assessment. The material is a report of 11-15 standard pages.</p> <p><b>Assessment:</b> External exam, the 7-point grading scale. The written materials and the oral exam carry equal weight in the assessment.</p> <p><b>Regulations for group exams:</b> The oral exam can only be sat individually, but the report can be prepared in a group of max. 4 students. In case of group exam, the length of the report must be 16-22 standard pages (2 students), 22-30 standard pages (3 students) or 27-37 standard pages (4 students).</p> <p><b>Exam language(s):</b> English.</p> <p><b>Materials permitted:</b> All exam aids are permitted.</p> <p><b>Make-up exam/resit:</b> Conducted in the same manner as the original exam.</p>
<b>Special provisions</b>	<p>The oral examination starts with the student's presentation (maximum 15 minutes), followed by a dialogue between the student and the internal examiner (maximum 10 minutes) and five minutes assessment by the internal and external examiners.</p> <p>The student is allowed to bring an unannotated copy of the submitted material into the examination. The material must not serve as a manuscript for the oral presentation. The student is also allowed to take along a written synopsis for the oral presentation, which must be max. one standard page and must not be submitted in advance. A copy of any such synopsis must be submitted at the start of the examination to both the internal examiner and the external examiner.</p> <p>For the take-home assignment for this exam, students are allowed to incorporate a maximum of 4 standard pages from the take-home assignment in Communication Theory and Research Design. For group projects, the number of standard pages scales as follows: 6 pages (2 students), 8 pages (3 students), or 10 pages (4 students). The take-home assignment must indicate which of the pages incorporate material from the take-home assignment in Communication Theory and Research Design.</p> <p>At the oral exam, students can expect to be tested in aspects of the course syllabus, even if these have not been explicitly used or mentioned in the materials.</p>

## Topics in Cognition and Communication (compulsory and constituent)

15 ECTS

Activity code: HCCK03031E

<p><b>Academic targets</b></p>	<p>At the examination, the student can demonstrate:</p> <p>Knowledge and understanding of</p> <ul style="list-style-type: none"> <li>• a set of key contemporary discussions in cognitive science and communication studies.</li> <li>• key interrelationships between cognitive and communicative processes in various situations.</li> </ul> <p>Skills in</p> <ul style="list-style-type: none"> <li>• identifying and analyzing a set of relevant factors related to situated cognitive and communicative processes.</li> <li>• identifying and analyzing the interplay of said relevant factors and their potential consequences for situated cognitive and communicative processes.</li> </ul> <p>Competencies in</p> <ul style="list-style-type: none"> <li>• identifying, analyzing, and critically evaluating specific issues related to the interplay of situated cognitive and communication processes</li> <li>• communicating an overall assessment of said issues in clear and concise form.</li> </ul>
<p><b>Syllabus</b></p>	<p>The student specifies a syllabus of app. 1,000 standard pages for the exam. The syllabus is not approved prior to the exam. The syllabus is comprised by the reference list included in the written assignment.</p>
<p><b>Types of teaching and working</b></p>	<p>Lectures and class teaching, discussions and exercises.</p>
<p><b>Exam provisions</b></p>	<p><b>Form of exam:</b> Take-home assignment, optional subject, following active class participation. The active class participation consists of:</p> <ul style="list-style-type: none"> <li>• Minimum 75 % class attendance.</li> <li>• Approval of 3 written exercises of each 2-4 standard pages.</li> <li>• Student peer feedback on 2 of the written exercises.</li> </ul> <p><b>Scope:</b> 11-15 standard pages. <b>Assessment:</b> Internal exam with one examiner, the 7-point grading scale. Active class participation must be approved by the teacher. <b>Regulations for group exams:</b> The exam can only be sat individually. <b>Exam language(s):</b> English. <b>Materials permitted:</b> All exam aids are permitted. <b>Make-up exam/resit:</b> Conducted in the same manner as the original exam.</p> <hr/> <p><b>Exam in case of non-approved active class participation</b> <b>Form of exam:</b> Take-home assignment, set subject. <b>Scope:</b> 21-25 standard pages with a two weeks deadline. <b>Assessment:</b> Internal exam with one examiner, the 7-point grading scale. <b>Regulations for group exams:</b> The exam can only be sat individually. <b>Exam language(s):</b> English. <b>Materials permitted:</b> All exam aids are permitted. <b>Make-up exam/resit:</b> Conducted in the same manner as immediately above.</p>

**Master's Thesis (compulsory and constituent)**

**30 ECTS**

**Activity code: HCKK03041E**

<p><b>Academic targets</b></p>	<p>At the examination, the student can demonstrate:</p> <p>Knowledge of</p> <ul style="list-style-type: none"> <li>• established theories, methodologies, interpretations, philosophical points of view, etc. relevant the subject area of the thesis.</li> </ul> <p>Skills in</p> <ul style="list-style-type: none"> <li>• identifying and delineating one or more problems in such a way that they are relevant to academic research and to topical academic discussions, so that they can be processed adequately within the framework of a Master's thesis.</li> <li>• searching for literature in a relevant and comprehensive manner, using the subject's generally accepted methods and sources, e.g. databases, academic journals, reference works, handbooks, etc.</li> <li>• relating in greater depth and sophistication to the relevant topical research literature within the thesis's defined subject area.</li> <li>• following the subject's standards with regard to a written presentation and its notes, quoting practice, referencing practice, punctuation, orthographic conventions, table of contents, bibliography, etc.</li> <li>• structuring the content of the thesis such that the suppositions, theses, arguments and conclusions presented are internally coherent in relation both to each other and to the thesis's background suppositions.</li> </ul> <p>Competencies in</p> <ul style="list-style-type: none"> <li>• writing up an academic analysis that is well structured, well planned, and focused.</li> <li>• writing up an academic analysis that is conceptually and linguistically precise, and demonstrates mastery of academic terminology relevant to the chosen subject.</li> <li>• presenting suppositions, theses, conclusions, etc. that are well documented, e.g. with reference to sources, with lucid arguments and theoretical deliberations, and in a manner in which important empirical, theoretical, and/or methodological background suppositions are made explicit and justified.</li> <li>• relating critically and independently to relevant theories, interpretations, methodologies, philosophical points of view, etc. within a specific subject area.</li> <li>• summarising content and results of a written academic work in a suitable and precise manner.</li> </ul>
<p><b>Syllabus</b></p>	<p>No specific syllabus requirements.</p>
<p><b>Types of teaching and working</b></p>	<p>Individual or group supervision and seminars.</p>

<b>Exam provisions</b>	<p><b>Form of exam:</b> Take-home assignment, optional subject.</p> <p><b>Scope:</b> 50-60 standard pages and a ½-1 standard page summary.</p> <p><b>Assessment:</b> External exam, the 7-point grading scale. The summary is included in the assessment.</p> <p><b>Regulations for group exams:</b> The exam can be sat individually or as a group (max 3 students) with individual assessment. If several students work together on a report, their individual contributions must constitute distinct units that can be identified and assessed separately. The joint part must not exceed 50% of the total.</p> <p>Take-home assignments for group exams are: 75-90 standard pages (2 students) or 100-120 standard pages (3 students).</p> <p><b>Exam language(s):</b> English. Summary: The summary must be written in English or Danish.</p> <p><b>Materials permitted:</b> All materials are permitted.</p>
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## Part 6. Credit and transitional provisions

### Section 15. Credit

Credit can be given for course elements that have previously been passed on the master's degree programme in Cognition and Communication in line with the table below.

(2) Students wishing to apply for credit for course elements that have previously been passed on the master's degree programme in Cognition and Communication that are not in this list must contact the study board for an individual decision.

(3) Credit for other course elements is granted in accordance with the rules and regulations in section 19 of the shared curriculum for study programmes at the Faculty of Humanities.

2015 curriculum	ECTS	2019 curriculum	ECTS
Introduction to Cognitive Science (HCKK03241E)	15	Introduction to Cognitive Science and Experimental Methods (HCKK03001E)	15
Communication Theory and Empirical Methodologies (HCKK03251E)	15	Communication Theory and Research Design (HCKK03011E)	15

### Section 16. Commencement and interim provisions

Once this curriculum enters into force, it will only be possible to take exams under the old curriculum in line with the study board's closure plan. The closure plan is available on KUnet under Study programme → Curriculum and rules.

## Part 7. Exemptions, date of commencement and approval

### Section 17. Exemptions

Under special circumstances, the study board may grant exemptions from rules contained in the curriculum that have been set by the study board.

## **Section 18. Commencement**

This curriculum enters into force on 1 September 2019, and applies to students who enrol in the master's degree programme in Cognition and Communication on 1 September 2019 or later.

## **Section 19. Approval**

This curriculum was approved by the study board for Department of Media, Cognition and Communication on November 14<sup>th</sup> 2018.

The curriculum was approved by the Dean of the Faculty of Humanities on 4<sup>th</sup> December 2018.

The adjusted curriculum was approved by the study board for Department of Media, Cognition and Communication on August 13<sup>th</sup> 2019.

The curriculum was adjusted by the Faculty of Humanities on 21<sup>st</sup> August 2019.

The adjusted curriculum was approved by the Dean of the Faculty of Humanities on 13<sup>th</sup> January 2020.