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**Curriculum for  
the Master's level programme in  
Cognition and Communica-  
tion  
The 2015 Curriculum**

Adjusted 2017

Adjusted 2018

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## **Part 1. Authority, affiliation, prescribed period of study and title**

### **1. Authority**

The 2015 curriculum for the Master's level programme in Cognition and Communication (2015-studieordningen for kandidatuddannelsen i Kognition og kommunikation) has been drawn up under the authority endowed by Section 30 of Ministerial Order no. 1520 of 16 December 2013 on bachelor's and Master's programmes at universities (the Study Programme Order).

### **2. Affiliation**

The Master's programme in Cognition and Communication falls under the auspices of the Study Board for Media, Cognition and Communication and the corps of external examiners for Film and Media Studies.

### **3. Prescribed period of study**

The Master's Programme consists of the main subject prescribed to 90 ECTS credits, including the Master's thesis, and Master's elective(s) prescribed to 30 ECTS credits.

(2) The Master's elective(s) may be chosen from outside the student's main subject.

### **4. Title**

Graduates from the Master's programme with main subject in Cognition and Communication are entitled to use the title Master of Arts (MA) in Cognition and Communication. The title in Danish is cand.mag. i kognition og kommunikation.

(2) If the Master's electives consist of a pattern of study prescribed to 30 ECTS credits, which is described in a curriculum, the graduate is entitled to use the title Master of Arts (MA) in Cognition and Communication with an elective in [the chosen elective].

## **Part 2. Admission requirements**

### **5. Admission requirements**

(1) The Bachelor's programmes that grant direct admission to the Master's Programme in Cognition and Communication are published on <http://studies.ku.dk/masters/>.

(2) Applicants holding other Bachelor's degrees or similar are also eligible for admission if the applicant is assessed by the Study Board to have educational qualifications equivalent to the Bachelor's programme(s) granting direct admission.

(3) Students must have passed what corresponds to English at level B in the Danish upper-secondary school before commencing their studies.

(4) The Faculty may demand that admission to a Master's programme requires participation in and passing of a supplementary course of up to 15 ECTS credits.

(5) The supplementary course must be passed either before the beginning of the semester or at the latest at the first exam period after the student's commencing of study.

(6) Each year, the Study Board decides the admission capacity of the Master's programme in Cognition and Communication. The admission capacity is published yearly at least 1 year before the deadline for applying on <http://studies.ku.dk/masters/>.

(7) In the event that the number of qualified applicants exceeds the number of available places, admission will be granted in accordance with a ranking of the applicants on the basis of the criteria published on <http://studies.ku.dk/masters/>.

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

### **6. Reading texts in (a) foreign language(s)**

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.

### **7. Definition of a standard page and syllabus**

A standard page as applied to the syllabus and the submission of take-home assignments, including the thesis, corresponds to 2,400 keystrokes, including spaces. When calculating the extent of take-home assignments, notes are included, but not cover page, table of contents, bibliography and appendices.

(2) The rules for the syllabus are listed in Supplement to the curriculum.

### **8. Writing and spelling skills**

When assessing take-home assignments, including the thesis, both in English and in other languages, the student's writing and spelling skills (as documented in the work submitted) must be included in the overall assessment of the piece of work concerned, although the academic content is weighted most heavily. If special emphasis is placed on writing and spelling skills, this will be stipulated under the individual subject element in section 13.

### **9. Syllabus**

Information about current syllabus provisions for the individual subject elements is published on the study pages in KUnet under: [Examination => Before the Exam => Syllabus].

## **Part 4. Academic profile**

### **10. Programme objectives**

The objective of the Master's level programme in Cognition and Communication is to enhance the student's academic knowledge and skills, and to further develop the theoretical and methodological competencies. The student gains greater independence and academic immersion through the advanced elements of the subject area's disciplines and methods, including training in research work and methodology. The student is given the opportunity to develop and focus his or her competencies with a view to future work in specialist functions, including admission to a PhD programme.

### **11. Competence profile for the Master's graduate**

#### **Competence description**

The purpose of the Master's Programme in Cognition and Communication is to provide graduates with insight into fundamental aspects of human cognition and communication. Graduates from the programme are able to analyse and interpret communicative aspects of, e.g., actions, emotions and thoughts. Graduates can, for example, use these competencies to plan communication surveys, provide advice and consultancy within media production, and design and evaluate computer-mediated communication as well as plan and implement communication strategies. The programme equips students for a career within communication, both theoretical and practical communication. Graduates are suitable for companies looking for candidates with expertise in knowledge about cognitive processes, both in connection with the sale of products and services, in interpersonal commu-

nication among employees and external communication—and both face-to-face and as mediated by technologies.

### **Competency objectives**

Graduates in Cognition and Communication have the following specific competences:

Knowledge and understanding of:

- the significance of cognition to both technologically mediated and face-to-face communication, as well as knowledge about the theories and analytical methodologies offered by modern interdisciplinary cognitive science, philosophy, and media studies. Graduates attain general expertise and analytical skills concerning cognition and communication, with a particular emphasis on the role of cognitive and emotional factors in technologically mediated as well as face-to-face communication processes.

Skills in:

- collecting data on, analysing and interpreting central aspects of human cognition and communication, including the processes of both human-human and human-media interaction in social and cultural contexts. As a result, graduates will be skilled in:
  - Planning and implementing small and medium-scale surveys with reference to the experience of mediated communication and interaction
  - Analysing human factors in relation to communication and interaction
  - Planning and implementing communicative assignments
  - Planning and consulting with respect to audiovisual communication and other media contents.

Competencies:

Graduates are able to:

- plan and implement communicative assignments and surveys with reference to the experience of mediated communication and interaction
- plan and consult in relation to the production of audiovisual fiction and other media content
- manage complex work- and development contexts based on their academic grounding in cognitive science, communication theory, and media studies
- based on an independent piece of work in the programme's subject areas initiate, implement and take professional responsibility for interdisciplinary and intercultural collaboration.

Finally, the Master's Programme in Cognition and Communication qualifies for further studies, including PhD programmes.

## **Part 5. Structure of the programme**

### **12. The Master's programme in Cognition and Communication**

The structured course of study for the Master's programme with main subject in Cognition and Communication is depicted in the following table with further details given in the following section on modules. Alternatives to the structured course are in italics. The structured course of study presupposes that the student commences in the autumn.

(2) It is recommended that before registering for the exam *Empirical Methodologies II, Communication Theory* and *Empirical Methodologies* has been passed.

(3) It is strongly recommended that all students pass *Introduction to cognitive science* during their first semester for outcome and progression purposes.

(4) The programme's structured course includes a mobility window of 30 ECTS credits which after application can be used by the student for studying abroad or for choosing between *Mediated and Networked Communication, Social Cognition, Academic Internship - Short* or *Extended* or Master's elective(s) from outside the student's main subject.

Semester	Module (part of the programme)	Subject element (subject type)	Exam provisions
1.	1: Introduction to Cognitive Science 15 ECTS credits	Introduction to Cognitive Science (constituent and compulsory) 15 ECTS credits Activity code: HCCK03241E	Take-home assignment, optional subject, with active class participation External The 7-point grading scale
	2: Communication Theory and Empirical Methodologies 15 ECTS credits	Communication Theory and Empirical Methodologies (constituent and compulsory) 15 ECTS credits Activity code: HCCK03251E	Take-home assignment, optional subject, with active class participation Internal by one examiner The 7-point grading scale
2.	3: Empirical Methodologies II and Empirical Psychology, Cognitive Neuroscience, and communication 15 ECTS credits	Empirical Methodologies II (constituent and compulsory) 7.5 ECTS credits Activity code: HCCK03261E	Oral presentation, optional subject, with materials External The 7-point grading scale
		Empirical Psychology, Cognitive Neuroscience, and Communication (constituent and compulsory) 7.5 ECTS credits Activity code: HCCK03271E	Active class participation Internal by one examiner Pass/fail
	4: Cognition and Audiovisual Communication 15 ECTS credits	Cognition and Audiovisual Communication (constituent and compulsory) 15 ECTS credits Activity code: HCCK03281E	Take-home assignment, optional subject Internal by one examiner The 7-point grading scale
3. Mobility window: 30 ects credits	5: Mediated and Networked Communication 15 ECTS credits	Mediated and Networked Communication (constituent and elective subject) 15 ECTS credits Activity code: HCCK03291E	Oral presentation, optional subject, with materials Internal by multiple examiners The 7-point grading scale
	6: Social Cognition 15 ECTS credits	Social Cognition (constituent and elective subject) 15 ECTS credits Activity code: HCCK03301E	Take-home assignment, optional subject Internal by one examiner The 7-point grading scale
	7: <i>Academic Internship - Short</i> 15 ECTS credits	<i>Academic Internship - Short elective</i> 15 ECTS credits Activity code: HCCK03311E	<i>Take-home assignment, optional subject</i> <i>Internal by one examiner</i> <i>The 7-point grading scale</i>
	8: <i>Academic Internship - extended</i> 30 ECTS credits	<i>Academic Internship - Extended (elective)</i> 30 ECTS credits Activity code: HCCK03321E	<i>Take-home assignment, optional subject</i> <i>Internal by one examiner</i> <i>The 7-point grading scale</i>
	<i>Master's elective(s) from outside the student's main subject</i> 30 ECTS credits	<i>Depend(s) on the electiv(e) chosen</i>	
4.	9: Master's Thesis 30 ECTS credits	Master's Thesis (compulsory and constituent) 30 ECTS credits Activity code: HCCK03331E	Take-home assignment on optional subject External The 7-point grading scale

### 13. The programme modules

#### Module 1: Introduction to Cognitive Science

15 ECTS credits

<p><b>Competency objectives for the module</b></p>	<p>The module gives students:          Knowledge and understanding of:</p> <ul style="list-style-type: none"> <li>• the interdisciplinary nature of cognitive science and its different frameworks - from the classical computational models to connectionism</li> <li>• ways in which key concepts are introduced and used by different frameworks</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>• key notions in contemporary philosophy of psychology and philosophy of mind.</li> </ul> <p>Skills to:</p> <ul style="list-style-type: none"> <li>• describe and explain how applications of cognitive science may have relevance for communication</li> <li>• apply cognitive theories and methodologies to situations and problems of communication.</li> </ul> <p>Competencies to:</p> <ul style="list-style-type: none"> <li>• reflect on the different possible interpretations of theory and these interpretations' relationships to each other in relations to issues in communication</li> <li>• identify ways in which cognitive factors constrain and determine communicative actions and content.</li> </ul>
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#### Introduction to Cognitive Science (constituent and compulsory)

15 ECTS credits

Activity code: HCKK03241E

<p><b>Academic objectives</b></p>	<p>Students are able to:</p> <ul style="list-style-type: none"> <li>• account adequately and critically for key cognitive theories and their focus of enquiry</li> <li>• operationalize and apply cognitive theory to one or more specific problems of communication</li> <li>• discuss and evaluate the proposed framework with due regard to strengths and limitations in the specified context of communication analysis.</li> </ul>
<p><b>Type of teaching and working</b></p>	<p>Lectures and class teaching, or a combination of both, oral exercises, and group discussions.</p>
<p><b>Exam provisions</b></p>	<p><b>Exam form:</b> Take-home assignment, optional subject, following active class participation.  <b>Make-up exam/re-exam:</b> Same as immediately above.  <b>Assessment:</b> External exam, the 7-point grading scale. Active class participation must be approved by the teacher.  <b>Exam language:</b> English.  <b>Group exam:</b> The exam can only be taken as an individual exam.  <b>Extent:</b> Take-home assignment 10–15 standard pages.  <b>Permitted exam aids:</b> All exam aids are permitted. See also KUnet under Examination =&gt; Before the Exam =&gt; Materials Permitted During Exams.</p>

	<p><b>Exam in case of non-approved active student participation</b>  <b>Exam form:</b> Take-home assignment on set subject, with a two weeks deadline.  <b>Make-up exam/re-exam:</b> Same as immediately above.  <b>Assessment:</b> External exam, the 7-point grading scale.  <b>Exam language:</b> English.  <b>Group exam:</b> The exam can only be sat individually.  <b>Extent:</b> 20–30 standard pages.  <b>Permitted exam aids:</b> All exam aids are permitted. See also KUnet under Examination =&gt; Before the Exam =&gt; Materials Permitted During Exams.</p>
<p><b>Special provisions</b></p>	<p>Examination consists of active class participation and a take-home assignment with an optional subject. Active class participation is defined as  (i) the student participates in 75% of the course lectures, incl. discussions and individual and group exercises  (ii) the student produces 3 written exercises during the course, each consisting of 2-4 standard pages, which must be approved by the examiner, and  (iii) the student gives feedback on one other exercise written in the same course by another student.  The three written exercises are handed in at set dates during the course. The topics of the three exercises are chosen by the examiner. The examiner approves the exercises and gives feedback on each exercise. If any of the three exercises cannot be approved, the student is given 7 days to rewrite it counting from the day of being notified hereof. If the exercise in question is not approved after having been rewritten, the student must take the exam for non-approved class participation.</p> <p>For students who have not taken or passed the exam, the approved active class participation is valid for the next two exam periods.</p>

**Module 2: Communication Theory and Empirical Methodologies**  
**15 ECTS credits**

<p><b>Competency objectives for the module</b></p>	<p>The module gives students:  Knowledge and understanding of:</p> <ul style="list-style-type: none"> <li>• basic concepts and issues in both classic and current theories of communication in the humanities as well as the social sciences</li> <li>• qualitative and quantitative methodologies in relation to studies of cognition and communication.</li> </ul> <p>Skills to:</p> <ul style="list-style-type: none"> <li>• analyse concrete instances of communication with reference to the media, genres, and social contexts in question</li> <li>• develop and substantiate a specific research design with reference to a particular problem area of cognition and communication.</li> </ul> <p>Competencies to:</p> <ul style="list-style-type: none"> <li>• reflect on the relevance of different theories of communication in studying face-to-face as well as technologically mediated interaction</li> <li>• reflect on the relationship between theoretical frameworks and their operationalization in empirical research designs and methodologies</li> <li>• plan an empirical investigation or survey.</li> </ul>
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## Communication Theory and Empirical Methodologies (constituent and compulsory)

15 ECTS credits

Activity code: HCK03251E

<p><b>Academic objectives</b></p>	<p>Students are able to:</p> <ul style="list-style-type: none"> <li>• account descriptively and critically for key theories of communication</li> <li>• discuss and evaluate the relevance of various communication theories with regard to a particular instance of communication of the student's own choice (face-to-face and/or technologically mediated).</li> <li>• account descriptively and critically for key empirical methodologies</li> <li>• operationalize relevant aspects of one or more communication theories with regard to a particular instance, purpose, and context of communication</li> <li>• develop and substantiate such operationalization in the form of an empirical research design which takes into account the medium, genre and social context in question</li> <li>• discuss and evaluate the proposed operationalization with due consideration to the chosen method(s) as well as both theoretical and empirical aspects of communication studies.</li> </ul>
<p><b>Type of teaching and working</b></p>	<p>Lectures and class teaching, or a combination of both, oral exercises, and group discussions.</p>
<p><b>Exam provisions</b></p>	<p><b>Exam form:</b> Take-home assignment, optional subject, following active class participation.  <b>Make-up exam/re-exam:</b> Same as immediately above.  <b>Assessment:</b> Internal exam with one examiner, the 7-point grading scale. Active class participation must be approved by the teacher.  <b>Exam language:</b> English.  <b>Group exam:</b> The exam can be taken individually or as a group (max. four 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. Make-up exams/re-exams can only be sat individually.  <b>Extent:</b> Take-home assignment 10–15 standard pages. In case of group exam, the length of the take-home assignment should be maximum 15-20 standard pages (2 students), 20-25 standard pages (3 students), or 25-30 standard pages (4 students).  <b>Permitted exam aids:</b> All exam aids are permitted. See also KUnet under Examination =&gt; Before the Exam =&gt; Materials Permitted During Exams.</p> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p><b>Exam in case of non-approved active student participation</b>  <b>Exam form:</b> Take-home assignment on set subject, with a two weeks deadline.  <b>Make-up exam/re-exam:</b> Same as immediately above.  <b>Assessment:</b> Internal exam with one examiner, the 7-point grading scale.  <b>Exam language:</b> English.  <b>Group exam:</b> The exam can only be sat individually.  <b>Extent:</b> 20–30 standard pages.  <b>Permitted exam aids:</b> All exam aids are permitted. See also KUnet under Examination =&gt; Before the Exam =&gt; Materials Permitted During Exams.</p> </div>
<p><b>Special provisions</b></p>	<p>Examination consists of active class participation and a take-home assignment with an optional subject. Active class participation is defined as (i) the student participates in 75% of the course lectures, incl. discussions</p>

	<p>and individual and group exercises  (ii) the student produces 3 written exercises during the course, each consisting of 2-4 standard pages, which must be approved by the examiner, and  (iii) the student gives feedback on one other exercise written in the same course by another student.</p> <p>The three written exercises are handed in at set dates during the course. The topics of the three exercises are chosen by the examiner. The examiner approves the exercises and gives feedback on each exercise. If any of the three exercises cannot be approved, the student is given 7 days to rewrite it counting from the day of being notified hereof. If the exercise in question is not approved after having been rewritten, the student must take the exam for non-approved class participation.</p> <p>For students who have not taken or passed the exam, the approved active class participation is valid for the next two exam periods.</p>
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**Module 3: Empirical Methodologies II and Empirical Psychology, Cognitive Neuroscience, and Communication**  
**15 ECTS credits**

<p><b>Competency objectives for the module</b></p>	<p>The module gives students:</p> <p>Knowledge and understanding of:</p> <ul style="list-style-type: none"> <li>• how to apply methodologies for collecting, analysing, and interpreting empirical data</li> <li>• basics of terminology and methods in contemporary empirical psychology and cognitive neuroscience</li> <li>• fundamental issues in empirical psychology in terms of experimental research designs and the use of different analytical techniques.</li> </ul> <p>Skills to:</p> <ul style="list-style-type: none"> <li>• conduct a small empirical research project regarding a theoretically grounded and clearly delimited problem area of cognition and communication</li> <li>• compare in detail different qualitative and quantitative methodologies for collecting, analyzing, and interpreting empirical data</li> <li>• account for the use and relevance of methods in contemporary empirical psychology and cognitive neuroscience in media and communication research.</li> </ul> <p>Competencies to:</p> <ul style="list-style-type: none"> <li>• characterize and substantiate the potentials and limitations of empirical methodologies for examining a selected problem area of cognition and communication</li> <li>• plan and conduct an empirical investigation or survey.</li> </ul>
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**Empirical Methodologies II (constituent and compulsory)**

**7.5 ECTS credits**

**Activity code: HCCK03261E**

<p><b>Academic objectives</b></p>	<p>Students are able to:</p> <ul style="list-style-type: none"> <li>• characterize and substantiate in detail the design and methodologies of a small self-selected empirical research project</li> <li>• document in a systematic form the components and stages of the empirical</li> </ul>
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	<p>cal research project</p> <ul style="list-style-type: none"> <li>• discuss and critically evaluate the findings of the empirical research project regarding their potentials and limitations with respect to the selected problem area of cognition and communication.</li> </ul>
<b>Type of teaching and working</b>	Lectures and class teaching, or a combination of both, and exercises (oral and written).
<b>Exam provisions</b>	<p><b>Exam form:</b> Oral presentation, optional subject, with materials.  <b>Make-up exam/re-exam:</b> Same as immediately above.  <b>Assessment:</b> External exam, the 7-point grading scale. The take-home assignment and oral exam carry equal weight in the assessment.  <b>Exam language:</b> English.  <b>Group exam:</b> Students may prepare a joint take-home assignment. In this case, the length of the take-home assignment should be maximum 15-20 standard pages (2 students), 20-25 standard pages (3 students), or 25-30 standard pages (4 students). Each individual's contribution must constitute identifiable entities, which can be assessed separately. The joint element must not exceed 25% of the total length of the take-home assignment. The oral exam is always taken as an individual exam.  <b>Extent:</b> The oral examination lasts a total of 30 minutes, of which maximum 15 minutes are devoted to the student presentation, minimum 10 minutes to dialogue between the internal examiner and the student, and five minutes to assessment by the internal and external examiners.  <b>Permitted exam aids:</b> The student is allowed to take 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. Other teaching materials are not permitted. See also KUnet under Examination =&gt; Before the Exam =&gt; Materials Permitted During Exams.</p>
<b>Special provisions</b>	<p><b>Materials:</b> The material is a take-home assignment of 15 standard pages, excluding appendices. The subject of this report should be a small self-selected and self-conducted empirical research project.</p> <p>For the take-home assignment for this exam, students are allowed to incorporate a maximum of 5 pages from the take-home assignment in <i>Communication Theory and Empirical Methodologies</i>. For group projects, the amount of 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 <i>Communication Theory and Empirical Methodologies</i>.</p> <p>At the oral exam, student can expect to be tested in aspects of the course syllabus not explicitly used or mentioned in materials.</p>

## Empirical Psychology, Cognitive Neuroscience, and Communication (constituent and compulsory)

7.5 ECTS credits

Activity code: HCCK03271E

<b>Academic objectives</b>	<p>Students are able to:</p> <ul style="list-style-type: none"> <li>• account briefly for different methods and techniques of empirical psychology</li> <li>• characterise, discuss and evaluate strengths and weaknesses of empirical psychology in relation to cognition and communication.</li> </ul>
<b>Type of teaching and working</b>	<p>Lectures, practical exercises, and group discussions.</p>
<b>Exam provisions</b>	<p><b>Exam form:</b> Active class participation.  <b>Assessment:</b> Internal exam with one examiner, pass/fail.  <b>Exam language:</b> English.  <b>Group exam:</b> The exam can only be sat individually.  <b>Extent:</b> The examination consists of active class participation.  <b>Permitted exam aids:</b> All exam aids are permitted. See also KUnet under Examination =&gt; Before the Exam =&gt; Materials Permitted During Exams.</p> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p><b>Exam in case of non-approved active student participation</b>  <b>Exam form:</b> Take-home assignment on set subject, with a two weeks deadline.  <b>Make-up exam/re-exam:</b> Same as immediately above.  <b>Assessment:</b> Internal exam with one examiner, pass/fail.  <b>Exam language:</b> English.  <b>Group exam:</b> The exam can only be sat individually.  <b>Extent:</b> 20–35 standard pages.  <b>Permitted exam aids:</b> All exam aids are permitted. See also KUnet under Examination =&gt; Before the Exam =&gt; Materials Permitted During Exams.</p> </div>
<b>Special provisions</b>	<p>The examination consists of active class participation. Active class participation is defined as</p> <ol style="list-style-type: none"> <li>(i) the student participates in at least 75% of the course lectures, incl. discussions and individual and group exercises</li> <li>(ii) the student writes two essays during the course, each consisting of 4-6 standard pages, which must be approved by the examiner, and</li> <li>(iii) the student gives feedback on one other essay written in the same course by another student.</li> </ol> <p>The two essays are handed in at set dates during the course. The topics of the two essays are settled by the student and the examiner in mutual agreement. The examiner approves the essays and gives feedback on each paper. If any of the two essays cannot be approved, the student is given 7 days to rewrite it counting from the day of being notified hereof. If the exercise in question is not approved after having been rewritten, the student has failed the exam.</p>

**Module 4: Cognition and Audiovisual Communication**  
15 ECTS credits

<b>Competency objectives for the module</b>	<p>The module gives students: Knowledge and understanding of:</p> <ul style="list-style-type: none"> <li>• how audiovisual communication can be analysed with reference to key concepts in cognitive theory (e.g. perception, cognition, emotion).</li> </ul> <p>Skills to:</p> <ul style="list-style-type: none"> <li>• analyse audiovisual media products in relation to the cognitive competencies of audiences.</li> </ul> <p>Competencies to:</p> <ul style="list-style-type: none"> <li>• describe and explain how different media formats and communication genres relate to different combinations of cognitive and emotional dispositions, fulfil different functions, and provide different gratifications.</li> </ul>
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**Cognition and Audiovisual Communication (constituent and compulsory)**  
15 ECTS credits  
Activity code: HCKK03281E

<b>Academic objectives</b>	<p>Students are able to:</p> <ul style="list-style-type: none"> <li>• account adequately and critically for the interrelationships between cognition and emotion and audiovisual communication with regard to medium format and genre</li> <li>• integrate and operationalize aspects of cognitive and communication theory for the purpose of analysis of one or more works/instances of audiovisual communication.</li> </ul>
<b>Type of teaching and working</b>	Lectures and class teaching, or a combination of both, and exercises (oral and written).
<b>Exam provisions</b>	<p><b>Exam form:</b> Take-home assignment, optional subject, with supervision.  <b>Make-up exam/re-exam:</b> Same as immediately above  <b>Assessment:</b> Internal exam with one examiner, the 7-point grading scale.  <b>Exam language(s):</b> English.  <b>Group exam:</b> The exam can only be taken as an individual exam.  <b>Extent:</b> 20-25 standard pages.  <b>Permitted exam aids:</b> All exam aids are permitted. See also KUnet under Examination =&gt; Before the Exam =&gt; Materials Permitted During Exams.</p>

**Module 5: Mediated and Networked Communication**  
15 ECTS credits

<b>Competency objectives for the module</b>	<p>The module gives students: Knowledge and understanding of:</p> <ul style="list-style-type: none"> <li>• key concepts and theories related to digital computer systems (and relevantly similar systems) in a communication context (e.g. interactivity, mediated interpersonal communication, mobility, networked communications etc.).</li> </ul> <p>Skills to:</p> <ul style="list-style-type: none"> <li>• conduct specific and bounded analyses of communication involving com-</li> </ul>
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	<p>puter mediated relations.</p> <p>Competencies to:</p> <ul style="list-style-type: none"> <li>describe and analyse the interplay between technology and cognitive processes in a specific communication situation involving technologically mediated social interaction.</li> </ul>
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## Mediated and Networked Communication (constituent and elective subject)

15 ECTS credits

Activity code: HCKK03291E

<b>Academic objectives</b>	<p>Students are able to:</p> <ul style="list-style-type: none"> <li>account adequately and critically for key theories related to use of digital computer systems (and relevantly similar systems) in a communication context</li> <li>operationalize and substantiate key aspects of cognitive and communication theory in an analysis of one or more specific instance(s) of technologically mediated social interaction</li> <li>discuss and evaluate potentials and limitations of the given analysis with regard to relevant theoretical and empirical issues.</li> </ul>
<b>Type of teaching and working</b>	Lectures and class teaching, or a combination of both, and exercises (oral and written).
<b>Exam provisions</b>	<p><b>Exam form:</b> Oral presentation, optional subject, with materials.  <b>Make-up exam/re-exam:</b> Same as immediately above.  <b>Assessment:</b> Internal exam with multiple examiners, the 7-point grading scale. The take-home assignment and oral exam carry equal weight in the assessment.  <b>Exam language:</b> English.  <b>Group exam:</b> Students may prepare a joint take-home assignment. In this case, the length of the take-home assignment should be 15-20 standard pages (2 students), 20-25 standard pages (3 students), or 25-30 standard pages (4 students). Each individual's contribution must constitute identifiable entities, which can be assessed separately. The joint element must not exceed 25% of the total length of the take-home assignment. The oral exam is always taken as an individual exam.  <b>Extent:</b> The oral examination lasts a total of 30 minutes, of which maximum 15 minutes are devoted to the student presentation, minimum 10 minutes to dialogue between the internal examiner and the student, and five minutes to assessment by the internal and external examiners.  <b>Permitted exam aids:</b> The student is allowed to take 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 all examiners. Other teaching materials are not permitted. See also KUnet under Examination =&gt; Before the Exam =&gt; Materials Permitted During Exams.</p>
<b>Special provisions</b>	<p><b>Materials:</b> The material is normally a written presentation or report of maximum 15 standard pages and/or a student production. If the material has not been produced by the student, it must be accompanied by a short synopsis of 1-2 pages. The type of material is agreed with the internal examiner. The material must not be a manuscript for the oral presentation.</p>

**Module 6: Social Cognition**  
**15 ECTS credits**

<p><b>Competency objectives for the module</b></p>	<p>The module gives students:          Knowledge and understanding of:</p> <ul style="list-style-type: none"> <li>• classic and recent approaches to social cognition (e.g. debates about theory of mind, social priming, action-understanding, and shared intentions).</li> <li>• differences between individualistic and social methodologies in cognitive science of social interaction.</li> <li>• ways in which dynamic and embodied aspects of social interaction shape social cognition.</li> </ul> <p>Skills to:</p> <ul style="list-style-type: none"> <li>• identify and analyse the relevance of dominant theories of joint action, shared intention, and common knowledge in explanations of basic features of human communication.</li> </ul> <p>Competencies to:</p> <ul style="list-style-type: none"> <li>• describe and account for empirical findings from developmental psychology, cognitive neuroscience, and ethology in terms of their relevance for issues of social cognition and human communication.</li> </ul>
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**Social Cognition (constituent and elective subject)**  
**15 ECTS credits**  
**Activity code: HCKK03301E**

<p><b>Academic objectives</b></p>	<p>Students are able to:</p> <ul style="list-style-type: none"> <li>• account adequately and critically for key theoretical/philosophical problems related to the cognitive science of social cognition</li> <li>• account adequately and critically for key contrasts and similarities between embodied and embedded approaches in comparison with traditional theories of cognition in relation to social cognition</li> <li>• characterise and analyse aspects of a communication situation with regards to dominant accounts of joint action, shared intention, and social coordination.</li> </ul>
<p><b>Type of teaching and working</b></p>	<p>Lectures and class teaching, or a combination of both, and exercises (oral and written).</p>
<p><b>Exam provisions</b></p>	<p><b>Exam form:</b> Take-home assignment, optional subject, with supervision.  <b>Make-up exam/re-exam:</b> Same as immediately above.  <b>Assessment:</b> Internal exam with one examiner, the 7-point grading scale.  <b>Exam language:</b> English.  <b>Group exam:</b> The exam can only be taken as an individual exam.  <b>Extent:</b> 20-25 standard pages.  <b>Permitted exam aids:</b> All exam aids are permitted. See also KUnet under Examination =&gt; Before the Exam =&gt; Materials Permitted During Exams.</p>

**Module 7: Academic Internship - short**  
**15 ECTS credits**

<p><b>Competency objectives for the module</b></p>	<p>The module gives students:          Knowledge and understanding of:</p> <ul style="list-style-type: none"> <li>• the work in organisations and other companies</li> <li>• internal and external factors affecting an organisation</li> <li>• organisational and communications tasks.</li> </ul> <p>Skills to:</p> <ul style="list-style-type: none"> <li>• apply the subject's theories and methodology in relation to specific tasks</li> <li>• solve specific tasks in an organisation</li> <li>• use organisational and communications theory to illustrate specific work-places.</li> </ul> <p>Competencies to:</p> <ul style="list-style-type: none"> <li>• apply academic knowledge of cognitive and communicative processes in relation to work in practise in an organisation</li> <li>• account for key processes and situations with respect to the role of cognition and communication.</li> </ul>
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**Academic Internship - Short (elective studies)**

**15 ECTS credits**

**Activity code: HCKK03311E**

<p><b>Academic objectives</b></p>	<p>Students are able to:</p> <ul style="list-style-type: none"> <li>• apply their academic knowledge in functions appropriate to Cognition and Communication graduates</li> <li>• solve specific tasks in these functions</li> <li>• account for organisation- and communication-theory relationships in the workplace, including their own role and work tasks</li> <li>• account for the significance of communication at the work-place</li> <li>• describe and analyse the internship in terms of relevant theories and methodologies in cognitive science, media studies, and/or communication theory.</li> </ul>
<p><b>Type of teaching and working</b></p>	<p>The students complete an academic internship consisting of minimum 375 hours of work in a public- or private-sector company appropriate to Cognition and Communication graduates.</p>
<p><b>Exam provisions</b></p>	<p><b>Exam form:</b> Take-home assignment on optional subject.  <b>Make-up exam/re-exam:</b> Same as immediately above.  <b>Assessment:</b> Internal exam with one examiner, the 7-point grading scale.  <b>Exam language:</b> English.  <b>Group exam:</b> The exam can only be taken as an individual exam.  <b>Extent:</b> 10–15 standard pages.  <b>Permitted exam aids:</b> All exam aids are permitted. See also KUnet under Examination =&gt; Before the Exam =&gt; Materials Permitted During Exams.</p>
<p><b>Special provisions</b></p>	<p><b>Content of take-home assignment:</b> The written assignment consists of a description, account, and reflection on the internship with special focus on the role and contribution of the student in the tasks, and how the student's academic knowledge, skills, and competencies were employed in work. It is expected that the student describe and analyse the internship in terms of relevant theories and methodologies in cognitive science, media studies,</p>

	<p>and/or communication theory.</p> <p>Prior to the pre-approval of the academic internship, a written agreement is signed between the student and the place of work. Before the internship commences, this agreement must be approved by the Study Board or a person authorised by the Study Board. The approved agreement is submitted along with the written assignment. The content of the agreement must follow the Faculty of Humanities guidelines. In conjunction with the Study Board's approval of an internship agreement, an academic supervisor is allocated to the student.</p>

**Module 8: Academic Internship - Extended**  
**30 ECTS credits**

<b>Competency objectives for the module</b>	<p>The module gives students:</p> <p>Knowledge and understanding of:</p> <ul style="list-style-type: none"> <li>• the work in organisations and other companies</li> <li>• internal and external factors affecting an organisation</li> <li>• organisational and communications tasks.</li> </ul> <p>Skills to:</p> <ul style="list-style-type: none"> <li>• apply the subject's theories and methodology in relation to specific tasks</li> <li>• solve specific tasks in an organisation</li> <li>• use organisational and communications theory to illustrate specific work-places.</li> </ul> <p>Competencies to:</p> <ul style="list-style-type: none"> <li>• apply academic knowledge of cognitive and communicative processes in relation to work in practise in an organisation</li> <li>• account for key processes and situations with respect to the role of cognition and communication.</li> </ul>
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**Academic Internship - Extended (elective studies)**  
**30 ECTS credits**  
**Activity code: HCK03321E**

<b>Academic objectives</b>	<p>Students are able to:</p> <ul style="list-style-type: none"> <li>• analyse and reflect on the internship</li> <li>• account for organisation- and communication-theory relationships in the workplace, including their own role and work tasks</li> <li>• account for the significance of communication at the work-place</li> <li>• describe and analyse the internship in terms of relevant theories and methodologies in cognitive science, media studies, and/or communication theory</li> <li>• plan and execute a survey or investigation of a possible problem in the organization using relevant theories and methodologies in cognitive science and/or communication studies</li> <li>• reflect critically on choice of theory and methodology.</li> </ul>
<b>Type of teaching and working</b>	<p>The students complete an academic internship consisting of minimum 600 hours of work in a public- or private-sector company appropriate to Cognition</p>

	and Communication graduates.
<b>Exam provisions</b>	<p><b>Exam form:</b> Take-home assignment on optional subject.  <b>Make-up exam/re-exam:</b> Same as immediately above.  <b>Assessment:</b> Internal exam with one examiner, the 7-point grading scale.  <b>Exam language:</b> English.  <b>Group exam:</b> The exam can only be taken individually.  <b>Extent:</b> 20-25 standard pages.  <b>Permitted exam aids:</b> All exam aids are permitted. See also KUnet under Examination =&gt; Before the Exam =&gt; Materials Permitted During Exams.</p>
<b>Special provisions</b>	<p><b>Content of take-home assignment:</b> The written assignment consists of two parts: a) a description, account, and reflection on the internship with special focus on the role and contribution of the student in the tasks, and how the student's academic knowledge, skills, and competencies were employed in work (maximum length 10 pages); b) an investigation of a problem or issue for the organization using relevant theories and methodologies in cognitive science and/or communication studies (maximum length 10-15 pages). The problem investigated has to be approved by the instructor in advance of the execution of the investigation.</p> <p>Prior to the pre-approval of the academic internship, a written agreement is signed between the student and the place of work. Before the internship commences, this agreement must be approved by the Study Board or a person authorised by the Study Board. The approved agreement is submitted along with the written assignment. The content of the agreement must follow the Faculty of Humanities guidelines. In conjunction with the Study Board's approval of an internship agreement, an academic supervisor is allocated to the student.</p>

**Module 9: Master's Thesis**  
**30 ECTS credits**

<b>Competency objectives for the module</b>	<p>The module gives students:  Knowledge and understanding of:</p> <ul style="list-style-type: none"> <li>• a defined area of cognition and communication</li> <li>• key theories and methodology related to the subject.</li> </ul> <p>Skills to:</p> <ul style="list-style-type: none"> <li>• subject a defined problem within the area of cognition and communication to academic scientific analysis</li> <li>• reflect critically on relevant theoretical and methodical choices in relation to the chosen problem.</li> </ul> <p>Competencies to:</p> <ul style="list-style-type: none"> <li>• initiate, plan and manage the analysis of a comprehensive and complex academic issue, resulting in a longer written presentation that also incorporates topical research literature in selected areas</li> <li>• communicate the findings of the analysis in a clear, well-structured and orderly manner, and in a conceptually and linguistically accurate idiom.</li> </ul>
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## Master's Thesis (compulsory and constituent)

30 ECTS credits

Activity code: HCKK03331E

<p><b>Academic objectives</b></p>	<p>Students are able to:</p> <ul style="list-style-type: none"> <li>• search for literature in a relevant and comprehensive manner, using the subject's generally accepted methods, e.g. databases, reference works, handbooks, etc.</li> <li>• relate in greater depth to relevant topical research literature within the thesis's defined area</li> <li>• follow the subject's standards with regard to the presentation's notes, quoting practice, reference practice, punctuation, orthographic conventions, table of contents, bibliography, etc.</li> <li>• delineate one or more problems in such a way that they are relevant to the research and to topical academic discussions, so that they can be processed adequately within the thesis framework, displaying the academic competencies expected of Master student writing a thesis</li> <li>• give a presentation that is well structured, well planned, and focused in relation to the relevant target group, which consists of students in Cognition and Communication at thesis level</li> <li>• give a presentation that is conceptually and linguistically precise, and demonstrates mastery of academic terminology relevant to the thesis</li> <li>• present suppositions, theses, conclusions, etc. that are well documented, e.g. with reference to sources, or with lucid arguments and theoretical deliberations, and in which important empirical, theoretical, or methodological background suppositions are made explicit and justified</li> <li>• structure 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> <li>• relate critically and independently to relevant theories, interpretations, methodologies, philosophical points of view, etc. within the thesis's area</li> <li>• summarise the thesis's content and results in a suitable and precise manner.</li> </ul>
<p><b>Types of teaching and working</b></p>	<p>Individual or group supervision.</p>
<p><b>Exam provisions</b></p>	<p><b>Form of examination:</b> Take-home assignment on optional subject.  <b>Assessment:</b> External exam, the 7-point grading scale.  <b>Exam language:</b> English.  <b>Group exam:</b> The exam can be taken individually or as a group (max. 5 students) with individual assessment. Each individual's contribution must constitute a distinct entity that can be identified and assessed individually. The joint part must not exceed 50% of the total length of the thesis.  <b>Extent:</b> Take-home assignment: 50-60 standard pages, excl. summary and bibliography (see, however, Special Regulations below); for a group exam, the extent is increased by approx. 40 standard pages per student. Summary: 1-2 standard pages.  <b>Permitted exam aids:</b> All exam aids are permitted. See also KUnet under Examination =&gt; Before the Exam =&gt; Materials Permitted During Exams..</p>
<p><b>Special regulations</b></p>	<p>The Head of Studies in the Department of Media, Cognition and Communication approves the subject for the Master's thesis and a plan for supervision, and sets a deadline for submission.</p> <p>The Master's thesis must be accompanied by a summary of ½ to one standard page. The summary is included in the assessment. The summary must be written in English or in Danish.</p>

	If the Master's thesis includes student productions approved by an internal examiner (e.g. empirical studies, a video production, manuscript, website, essay or some other communications product), the number of pages may be reduced by 25. Student productions are weighted at 50% of the assessment.
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## **Part 6. General exam rules and assessment criteria**

### **14. General exam rules**

The rules contained in the Ministerial Order on University Examinations and Grading apply to the exams for the basic subject at Master's level.

(2) Rules about exams, including registration and withdrawal, are published on <https://intranet.ku.dk/>.

(3) The exam language is usually the same as the language of teaching. The exam language for the curriculum's individual subject elements are published in the course catalogue on <http://kurser.ku.dk/>.

(4) Make-up exams and re-exams are held in accordance with the regulations laid down in the Examination Order.

(4) The Study Board may stipulate exact rules for special exam conditions for students who are able to document a need for them, for example because of reduced physical or mental functions.

### **15. Assessment criteria**

Assessment takes the form of the 7-point grading scale or Pass/Fail. The academic objectives for the individual subject elements describe the grade 12 (twelve).

(2) An exam has been passed if the grade 02 (two) or "Pass" is awarded.

(3) All exams within the Master's programme's overall framework of 120 ECTS credits must be passed before a Master's degree is conferred.

## **Part 7. Study activity and completion of the programme**

### **16. Study activity**

Students who are more than 30 ECTS credits behind in the programme will be offered guidance.

(2) Enrolment may be terminated for students who do not meet the faculty requirements for study activity (cf. Section 20 of the Admission Order for Master's Programmes). Current study activity requirements are published on <https://intranet.ku.dk/>.

### **17. Completion of the programme**

Students enrolled on 1 September must complete the programme, including elective/minor, within 3 years (32 months), except section (3). Students enrolled on 1 February must complete the programme within 3 years (34 months), except section (3).

(2) If the programme is extended due to an elective outside the humanities, the maximum duration of study is extended with one semester.

(3) Students enrolled between 1 September 2013 and 31 August 2016 must complete the programme within 2.5 years.

(4) Students who do not complete within the maximum duration of study may have their enrolment terminated (cf. Ministerial Order on Admission and Enrolment on Master's Programmes at Universities).

## **Part 8. Credits and transitional provisions**

### **18. Credits**

Students may apply to the Study Board to have subject elements passed in another programme at the same level approved instead of elements of at Master's level in Cognition and Communication.

(2) If students wish to take subject elements forming part of other study programmes at the same level, they must seek preapproval from the Study Board.

(3) A Master's thesis that forms the basis for a title in one Master's programme cannot be credit transferred to a new title in another Master's programme.

(4) The student is obliged to inform about and apply for credit transfer for previously passed programme elements from unfinished programmes at the same level.

(5) Preapproval to take subject elements at other educational institutions can only be granted if the student at the time of applying for preapproval commits him- or herself to apply for credit transfer for the subject elements in question and send documentation when the subject elements are passed. The student also commits him- or herself to inform about changes to the preapproved credit transfer.

### **19. Transitional provisions**

At the latest 1½ years after this curriculum comes into force (cf. Section 19), all previous curricula for the Master's level in Cognition and Communication will no longer be valid and exams will no longer be held under them

(2) Exams taken under previous curricula for the Master's in Cognition and Communication correspond to the 2015 curriculum as indicated below. Passed exams can be transferred to the 2015 curriculum, and the student finishes the programme in compliance with the rules herein.

(3) Applications for credit transferring of subject elements passed on previous curricula for the Master's in Cognition and Communication are sent to the Study Board.

## **Part 9. Registration for courses and exams**

### **20. Registration for courses and exams**

The faculty ensures that the student is registered for exams corresponding to 30 ECTS credits each half year of study/60 ECTS credits each full year of study at the relevant level of study, regardless of whether the student needs to pass exams from previous years of study. Registration for courses and exams is based on the programme's structured course, cf. [XXX (XXX)]. The faculty also ensures registration for re-exam in the same exam period of directly thereafter if the student does not pass the regular exam.

(2) If the number of applicants exceeds the capacity for a subject element, the faculty uses drawing of lots. The faculty is responsible for ensuring that no students are delayed in their course of study because of a rejected registration.

(3) Under special circumstances, the faculty may grant exemptions from (1).

(4) Registration for electives is binding.

(5) The student registers for the 3<sup>rd</sup> exam attempt, unless the subject element is a prerequisite for a following subject element. In this case, the faculty registers for the 3<sup>rd</sup> exam attempt.

## **Part 10. Commencement, exemption and approval**

### **21. Commencement**

The 2015 curriculum for the Master's level in Cognition and Communication comes into force on 1 September 2015 and applies to students who are enrolled in this programme on 1 September 2015 or later.

### **22. Exemption**

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

### **23. Approval**

This curriculum was approved by the Study Board for Media, Cognition and Communication on 21 August 2014.

This curriculum was approved by the Dean of the Faculty of Humanities on 27 January 2015.

The curriculum has been adjusted by the Faculty of Humanities on 12 January 2018.

The curriculum has been adjusted by the Faculty of Humanities on 5 March 2018.

This curriculum was approved by the Study Board for Media, Cognition and Communication on 22 February 2018.

This curriculum was approved by the Dean of the Faculty of Humanities on 14. maj 2018.

Jens Erik Mogensen  
Dean