University of Pretoria Yearbook 2020

Information communication 730 (INY 730)

Qualification	Postgraduate
Faculty	Faculty of Engineering, Built Environment and Information Technology
Module credits	15.00
Programmes	BISHons Information Science
Service modules	Faculty of Economic and Management Sciences
Prerequisites	No prerequisites.
Contact time	8 meetings per semester
Language of tuition	Module is presented in English
Department	Information Science
Period of presentation	Semester 1

Module content

Informed by the participatory approach to communication this module reflects in depth on methods for the effective communication of information. In order to achieve this, the nature of information within the context of Information Science will be investigated. Thereafter, communication media will be identified and discussed and students will learn how to create a target audience profile to determine the appropriate media and content for the dissemination of information. Information and communication technologies (ICTs) and the communication of information will be investigated along with multiliteracy and media literacy. The communication of information will form a central focus of this module. Therefore the role of traditional, interpersonal, as well as modern media will be addressed. The processes of creating meaningful and effective messages for the communication of information as well as intercultural communication will also be undertaken.

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