

# Universiteit van Pretoria Jaarboek 2018

## Inligtingskommunikasie 700 (INY 700)

|                           |                                                                               |
|---------------------------|-------------------------------------------------------------------------------|
| <b>Kwalifikasie</b>       | Nagraads                                                                      |
| <b>Fakulteit</b>          | <a href="#">Fakulteit Ingenieurswese, Bou-omgewing en Inligtingtegnologie</a> |
| <b>Modulekrediete</b>     | 15.00                                                                         |
| <b>Programme</b>          | <a href="#">PGDip Digitale Innovasie</a>                                      |
| <b>Diensmodules</b>       | Fakulteit Ekonomiese en Bestuurswetenskappe                                   |
| <b>Kontaktyd</b>          | 1 lesing per week                                                             |
| <b>Onderrigtaal</b>       | Module word in Engels aangebied                                               |
| <b>Departement</b>        | Inligtingkunde                                                                |
| <b>Aanbiedingstydperk</b> | Semester 1 of Semester 2                                                      |

### Module-inhoud

\*Hierdie module word slegs in Engels aangebied.

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 on information within the context on 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 literacy 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 addressed.

Die inligting wat hier verskyn, is onderhewig aan verandering en kan na die publikasie van hierdie inligting gewysig word.. Die [Algemene Regulasies \(G Regulasies\)](#) is op alle fakulteite van die Universiteit van Pretoria van toepassing. Dit vereis dat elke student volkome vertrouwd met hierdie regulasies sowel as met die inligting vervat in die [Algemene Reëls](#) sal wees. Onkunde betreffende hierdie regulasies en reëls sal nie as 'n verskoning by oortreding daarvan aangebied kan word nie.