

University of Pretoria Yearbook 2016

Information communication 730 (INY 730)

Qualification Postgraduate

Faculty [Faculty of Engineering, Built Environment and Information Technology](#)

Module credits 15.00

Programmes [Postgraduate Diploma Digital Innovation](#)

[BISHons Information Science](#)

[BIT Information Technology](#)

Service modules Faculty of Economic and Management Sciences

Prerequisites No prerequisites.

Contact time 2 lectures per week

Language of tuition English

Academic organisation Information Science

Period of presentation Semester 1 or Semester 2

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 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.

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