

SEA-EU micro credential course sheet

Course offers for the SEA-EU micro-credential Programmes on Future Skills or Sustainability Studies

General Information

Course Title		Code
Academic Writing and Presentation in the Digital Space		ZfSskSe006-01a
Course teacher		
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Organiser/Contact person		
Key Skills Centre, University: Kiel University		
Credits (ECTS)	Workload	
2,5 ECTS	1 ECTS = 25 to 30 h Workload, Overall workload: 75 hours Including 22,5 contact hours and 52,5 hours of self instructed learning	
Language of instruction		
English		
Mode of provision		
online 100%		
Percentage of e-learning (0-100%)		
100%		
Short course description (for dissemination to students)		
<p>Course topics:</p> <ul style="list-style-type: none"> - Online academic text production and presentation skills: text and presentation structures, rhetorical strategies, ethical concerns (e.g. dis- and misinformation) - Communication effectiveness in the digital space - Digital tools and software for writing and audiovisual content creation - Argumentation: fundamentals of argumentation, logic and argumentation, providing constructive feedback, self reflection <p>Learning objectives:</p> <ul style="list-style-type: none"> - Establish a foundational understanding of effective online communication and how academic texts, presentations and communication documents are structured in the digital space - Apply interdisciplinary communication and design strategies to create content for various audiences and environments (in-person or online) 		

- Use various digital tools and software (e.g. artificial intelligence, writing/editing software) when communicating online
- Assess and reflect on one's online communication abilities

Link to the university's website for the course / time and place for the course

<https://univis.uni-kiel.de/prg?search=lectures&number=200236&show=llong&noimports=1&sem=2024w>

Organisational Information

Course format/teaching and learning method (see SEA-EU list of teaching and learning methods)
Virtual Seminar Portfolio
Max. number of participants
20
Course enrolment
For SEA-EU students (students from Kiel University please use the local system QIS) https://studfeedback.uni-kiel.de/evasys/online.php?p=PM2MW
Course fees
None
Enrolment requirements
Study level BA (level 6), MA (level 7), PhD (level 8) Entry level of language proficiency: English B2 CEFR level Other requirements: Internet access and ability to participate in online meetings via video conference software
Other remarks
Internet access and ability to participate in online meetings via video conference software

Learning Conditions

Course content
<p>Topics that are addressed in the course are the following:</p> <ul style="list-style-type: none"> - Digital genres, rhetorical analysis (Aristotle's rhetoric, critical discourse analysis) - Traditional academic media (history of academic publishing, issues of equity, online influence in the online publishing space, open science movement, open access journals, predatory journals) - Academic visibility, positioning theory in psychology and how that relates to identity development online - Digital tools for writing and editing (examples: word processing software, cloud writing, grammar checking tools, artificial intelligence tools) - Ethical concerns related to artificial intelligence use (e.g. intellectual property and copyright laws)

- Academic social networking sites (ResearchGate, Academia.edu)
- Microblogging and Blogging, using social media websites to communicate
- Audiovisual and communication design basics (i.e. cognitive load, information hierarchy, etc.)
- Digital tools for audiovisual content creation (e.g. video editing software)
- Podcasting and livestreaming as modes of communication
- TedTalks and educational content design
- Digital conferences and recorded lectures and intercultural expectations in digital team spaces
- Ethical considerations for content creation (mis- and disinformation)

Learning outcomes (knowledge, skills, attitudes)

Students are able to...

- name tools for digital interaction and virtual collaboration
- assess interests and conditions of media production and distribution
- examine various media critically and competently in order to use them to form opinions and make decisions
- use media interactively, purposefully and in a target group-orientated way to communicate their own thoughts and knowledge
- critically assess their own media usage behaviour and adapt it if necessary
- are committed to an analytical-critical, evidence-based attitude towards media
- feel committed to a data protection compliant and rights-preserving approach to media
- have the principle of taking a stand against disinformation, propaganda and hate speech

Student activities

Forum contributions 12,5 hours; progress reports 5 hours; content creation 25 hours; content creation reflection and a rhetorical analysis 10 hours

Attendance policy

Compulsory attendance

Assessment Methods (see SEA-EU list of assignments)

Portfolio 100% (Forum contributions 30%; progress reports 10%; content creation 25%; content creation reflection and a rhetorical analysis 35%)

Grading

non-graded (pass/fail)

Study materials/Course literature

None; Materials and literature are provided in the course cloud.

Linkage to SEA-EU micro-credential Programmes

Linked to micro-credential programme
Future Skills
Linked to micro-credential module (see module list)
Digital and media competences
Linked Competence
Media literacy competencies