ONLINE COMMUNICATION STRATEGY

Bachelor in Information and Communication
Faculty of Liberal Arts

Course information

Bachelor year 3   16 HOURS
Spring Semester   2 ECTS
Tutorials (TD)
Professor: Dr. Ian TUCKER
Course Code: FDL_INFOCOM_L3_S6_STRAT_AN_TD

Course description and learning Objectives

The aim of this course is to prepare students to create a website or blog in English (journalism, writing, fashion, sports, etc.). They will learn how to :
- present an opinion, develop it and defend it,
- write in English correctly,
- defend their position while respecting those of their interlocutors,
- master a variety of styles and registers,
- avoid common pitfalls such as lack of development, while improving their general level of English.
This 16-hour course lasts 8 weeks, 2 hours a week.

Skills developed through the course

At the end of the "Online communication strategy in English (TD)" course, students will be able to:
- understand the basic principles of strategic online communication;
- discover how content providers can inspire online communication;
- develop communication strategies aimed at target groups in English ;
- develop content strategies for various online English platforms;
- use consistent English-language communication strategies for different social media;
- integrate awareness of ethical and political issues into online communication;
- develop, practice and present online communication strategies in English as part of a team;
- research, analyze and reflect in a self-determined way on the basis of personal impressions and intentions (method practiced from the first semester).

Program and calendar of the course

Week	Content / Purpose	Activities	Preliminary work
1	Introduction to the Basics	Discussion on current trends in online	Presentation: objectives of the seminar / definition,

	of Online Communication	communication	importance, and criticism of online communication
2	Fundamentals of Online Content Strategies. Text vs Hypertext	Create a standard text which can be converted to hypertext, considering format and layout strategies.	Research the topic: "Writing has always been a *technology*"
3	Web writing and journalism. Rhetoric.	Adapting short textual examples which are concise, informative, engaging	Understand the principles of persuasive writing
4	Social Media Strategies. Identifying the target group.	Implementing a social media strategy for the dissemination of digital media	Gain insights into trends and themes across different social media channels
5	The Standard versus the Interactive model	Discuss strategies for interactive engagement with target group	Research websites that demonstrate interactive content
6	Ethics, Policy, Data Protection. SEO considerations	In pairs, consider and develop ethical policy for website. Reviewing final website architecture in relation to SEO	Exploring the ethical and political challenges of online communication. Research SEO tools on various platforms
7	One-on-one interview on final projects / First presentations of final projects	Working in pairs on the final project / Critical discussions of the presentations	Online research on the final project to create original content
8	Presentation of the final projects	Critical Presentation Discussions / Anonymous Course Feedback: Positive and Negative Aspects and Unmet Expectations	Criteria for observing and discussing presentations

Indicative Bibliography

Kilian, Crawford. *Writing for the Web*. Bellingham: Self-Council Press, 2015.

Berger, John. *Contagious : How to Build Word of Mouth in the Digital Age*. New York: Simon and Schuster, 2013.

Fenton, Nicole and Lee, Kate. *Nicely Said: Writing for the Web with Style and Purpose.* Hoboken: New Riders, 2014.

Assessment and Final Grade

Ongoing assessment and final project.