



Bachelor's courses Faculty of Humanities

VU University Amsterdam - Student- & Onderwijszaken - Exchange programme Vrije Universiteit - 2019-2020

Document Design

Course code	L_AABACIW207 ()
Period	Period 4
Credits	6.0
Language of tuition	English
Faculty	Faculty of Humanities
Coordinator	R.A.M. van den Heerik MA
Examinator	R.A.M. van den Heerik MA
Teaching staff	R.A.M. van den Heerik MA
Teaching method(s)	Seminar, Lecture
Level	200

Course objective

To get acquainted with theories on genre and information processing of different text types: informative, persuasive and instructive.

To learn which linguistic characteristics play a role in the quality of these three text types.

To reflect on different texts in an analytical way and to judge their quality.

To apply the knowledge and insights by identifying problems within a text and giving advice for rewriting it.

Course content

This course will focus on three different text types: informative, persuasive and instructive texts. We will pay attention to genre theory (how can you differentiate between different text types, theories on information processing and behavioral influence (how do you inform, convince or instruct a reader?). We will use these theories to understand how the characteristics of a certain text help to reach its goal. By analyzing examples, students learn to recognize linguistic phenomena that play a role and they will at the end of the course be able to analyze the problems of a text and to improve it/rewrite it.

Form of tuition

One lecture and two seminars (of 2 hours each) per week will be scheduled.

Type of assessment

One group assignment (15%) and one written exam (85%). Both the assignment and the exam should be graded with minimally 5.5 out of 10 points

Course reading

TBA on Canvas.

Target group

Second year BA students in Communication and Information Studies (specialization: Language and Media)