



Bachelor's courses Faculty of Humanities

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

Media Use in Organizational Contexts

Course code	L_AABACIW113 ()
Period	Period 5+6
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	A. Boeynaems MA, R.A.M. van den Heerik MA
Teaching method(s)	Lecture, Seminar
Level	100

Course objective

To get acquainted with ethnographic research methods, such as keeping fieldwork diaries, participant observation, and interviews;

To learn to observe different communicative events and routines with the help of ethnographic research methods;

To learn how to interpret and analyze ethnographic observations;

To learn how communicative events and communicative routines in organizations are related to different (online) modes of communication;

To reflect on organizations' uses of different (online) communication modes to fulfill different tasks.

Course content

In this course, students will investigate how people in organizations use different modes of (online) communication to communicate internally, or

externally with stakeholder groups (for example, customers). Making use of ethnographic research methods, students will explore how (online) media are being used within organizations (to communicate with colleagues) and towards stakeholders. Questions concerning positive and negative consequences of (online) media use will be addressed. The common denominator is that students will study these phenomena in actual organizations, by approaching actual participants involved, and by making use of ethnographic research methods such as observations and interviews.

Because research topics will vary, research literature may vary as well.

Students will be encouraged to find relevant literature themselves.

General theoretical background will be provided in a variety of approaches, but will contain introductions in computer-mediated communication theories and ethnographic field work.

Form of tuition

One lecture and one seminar (of 2 hours each) per week will be scheduled in period 5. In period 6, students will work on their own research project, and they will discuss their findings in a weekly seminar.

Besides classroom attendance, workplaces will be visited to perform observations, interviews or questionnaires.

Type of assessment

Two individual assignments (50%) and one group assignment (50%). Every assignment should be graded with minimally 5.5 out of 10 points. End grade (average of the two assignments) should be at least 5.5.

Target group

First-year students of Communication and Information Studies, in particular those doing the English track <Language and Media>; or the Dutch track <Taal, Media en Samenleving>.