

Course syllabus

Course information	
Name	Strategic Communication Skills: Framing, Writing and Storytelling
Code	E000006967
Degree programme	Bachelor in Global Communication
Year of study	Second year
ECTS	3
Course type	Mandatory
Department	Translation, interpreting and multilingual communication
Language of instruction	English
Course description	The use of framing and storytelling techniques to transmit a given message are the competences that will be worked on in this subject. At the end of the course, students will be able to convert a message into a story, intended for a specific audience at a specific time and environment and with a specific goal.

Professor information	
Professor	
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COURSE DETAILS

Contextualization
Contribution to the training and professional profile of the degree
<p>This subject aims to develop students' strategic ability to communicate in writing in English, using framing and storytelling techniques. It is mandatory and complemented by the subject of <i>Strategic communication skills: Persuasive rhetoric and oratory</i>. Students will learn to express themselves at the written level clearly, correctly, concisely and appropriately for the communicative goal. Practical tasks involving in-depth analysis of texts of paradigmatic quality and diverse genres, creative writing and text revision will be provided.</p>
Restrictions of access
None.

Competences and Learning outcomes		
General skills		
CG1	Ability to think analytically, synthetically and critically in the context of international communication.	
	RA1	<i>Describe, relate and interpret situations and simple approaches.</i>
	RA2	<i>Select the most significant elements and their relationships in complex texts.</i>
	RA3	<i>Identifies information gaps and establishes relationships with external factors.</i>
CG2	Ability to apply the knowledge of communication in international environments.	
	RA1	<i>Can determine the scope and practical utility of theoretical notions.</i>
	RA2	<i>Can correctly identify the knowledge applicable in a given context.</i>
	RA3	<i>Can relate factual knowledge with different professional practices.</i>
	RA4	<i>Can solve real-life practical cases.</i>
CG4	Ability to communicate in writing and speaking in four languages.	
	RA1	<i>Can express ideas in a structured, intelligible and convincing way.</i>
	RA2	<i>Can present ideas in front of groups with ease and assurance.</i>
CG6	Ability to think and strategically manage in the context of international communication.	
	RA1	<i>Reflects on the best strategies applicable to each situation.</i>
	RA2	<i>Manages diverse situations dynamically and identifies the knowledge and skills applicable in each case.</i>

	RA3	<i>Identifies and adequately defines the problem and its possible causes, before its effect becomes evident.</i>
	RA4	<i>Suggests possible solutions and designs an action plan for their application.</i>
CG8	Information management skills.	
	RA1	<i>Can retrieve and analyse information from various sources.</i>
	RA2	<i>Displays documentary search strategies.</i>
	RA3	<i>Quotes ad references sources correctly.</i>
	RA4	<i>Incorporates source information into own speech.</i>
	RA5	<i>Handles relevant databases.</i>
CG9	Critical and self-critical capacity.	
	RA1	<i>Can analyse own behaviour looking to improve.</i>
	RA2	<i>Accepts constructive criticism of own actions.</i>
	RA3	<i>Identifies incoherence, missing information and problems inherent in a given situation.</i>
CG14	Ability to apply interpersonal skills in professional communication.	
	RA4	<i>It is capable of depersonalizing ideas in group work to achieve goal.</i>
CG20	Capacity for ethical commitment in professional development.	
	RA5	<i>Considers the consequences that a given activity or behaviour may have for others.</i>
Specific skills		
CE18	Knows how to analyse communicative messages and can write informative and persuasive texts for a variety of audiences.	
	RA3	<i>Directly links discourse analysis to the improvement of communication in social and professional contexts.</i>
	RA5	<i>Knows the pragmatic purpose of a given message and its language functions.</i>
CE19	Knows and applies the techniques of framing and storytelling for international communication.	
	RA1	<i>Knows the characteristics of oral language and knows how to differentiate them from written language.</i>
	RA2	<i>Analyses and recognizes the elements of the communication process (sender, receiver, text and culture).</i>
	RA3	<i>Knows how to select aspects of international reality to produce an oral message in different languages, using framing techniques. Can emphasize or give salience to the definition of a problem, its causes or consequences, conditioning its comprehension and interpretation.</i>
	RA4	<i>Can produce or convert a message into a specific story in different languages using storytelling techniques as a tool to</i>

		<i>achieve empathy and to connect with the audience.</i>
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Contenidos – Bloques Temáticos	
Bloque I: Introducción al campo / Introduction to discourse analysis, framing and storytelling	
Tema 1: El discurso corporativo, periodístico y político – tipologías de textos / <i>The discourse of corporate, journalistic and political communication - text typologies</i>	
Tema 2: Estrategias y técnicas de encuadrar / <i>Framing - Strategies and devices</i>	
Tema 3: <i>Estrategias y técnicas de narración / Storytelling - Strategies and devices</i>	
Tema 4: Introducción a la metodología del caso / <i>Introduction to case study methodology</i>	
Bloque II: Comunicación corporativa / Corporate communication	
Tema 5: Patrocinio y publicidad / <i>Sponsorship and advertising</i>	
Tema 6: Informes y comunicación corporativa / <i>Reporting and corporate communication</i>	
Bloque III: Periodismo y comunicación política / Journalism and political communication	
Tema 7: Periodismo informativo y narrativo / <i>News reporting and narrative journalism</i>	
Tema 8: Internet y transmedia / <i>Web 2.0 - Facebook, Twitter, Instagram & Co. and transmedia storytelling</i>	

TEACHING METHODOLOGY

General methodological aspects
The subject <i>Strategic communication skills: written expression, framing and storytelling</i> consists of 3 ECTS that are divided into face-to-face classes and various autonomous activities. In the weekly sessions the student is required to participate actively to develop the different competences of the subject and ensure the understanding of the theories and concepts from a practical and applied perspective.

Learning activities	Competences	% face-to-face interaction
Lectures (AF1)	<ul style="list-style-type: none"> -CG1 Ability to think analytically, synthetically and critically in the context of international communication. -CG8 Information management skills. -CE19 Knows and applies the techniques of framing and storytelling for international communication. 	100%
Activities / Problem-solving (AF2)	<ul style="list-style-type: none"> -CG1 Ability to think analytically, synthetically and critically in the context of international communication -CG2 Ability to apply the knowledge of communication in international environments. -CG4 Ability to communicate in writing and speaking. -CG6 Ability to think and strategically manage in the context of international communication. -CG8 Information management skills. -CE18 Knows how to analyse communicative messages and can write informative and persuasive texts for a variety of audiences. 	35%
Individual and group work (AF3)	<ul style="list-style-type: none"> -CG1 Ability to think analytically, synthetically and critically in the context of international communication. -CG2 Ability to apply the knowledge of communication in international environments. -CG4 Ability to communicate in writing and speaking. -CG8 Information management skills. -CG9 Critical and self-critical capacity. -CG14 Ability to apply interpersonal skills in professional communication. -CG20 Capacity for ethical commitment in professional development. -CE19 Knows and applies the techniques of framing and storytelling for international communication. 	12%
Individual and group presentations (AF4)	<ul style="list-style-type: none"> -CG2 Ability to apply the knowledge of communication in international environments. -CG4 Ability to communicate in writing and speaking -CG14 Ability to apply interpersonal skills in professional communication. -CE19 Knows and applies the techniques of framing and storytelling for international communication. 	50%

Autonomous work (AF5)	-CE18 Knows how to analyse communicative messages and can write informative and persuasive texts for a variety of audiences.	0%
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ASSESSMENT AND EVALUATION CRITERIA

Evaluation activities	Rubric	Weight
SE1 Exams: Written exam covering (1) theoretical course content and (2) practical application of writing techniques.	- Content knowledge - Ability to relate knowledge to context - Clarity and conciseness of communication	50%
SE2 Evaluation of practical activities and problem-solving tasks (portfolio, class activities, online tests)	-Appropriateness to professor instructions - Clarity and conciseness - critical analysis of source information	30%
SE3 Evaluation of individual and group presentations (case presentations)	-Appropriateness to the topic and task - Clarity, conciseness and appropriateness of the presentation -Ability to synthesize information -Formal aspects	10%
SE5 Active class participation	-Personal contributions based on source study -Ability to understand and accept different points of view. -Ability to relate concepts and defend own point of view	10%

IMPORTANT EVALUATION INFORMATION

- The following behaviours are considered serious academic misdemeanours and can lead to sanctions including the loss of the right to be evaluated in the subject or ultimately the expulsion from university: the plagiarism of previously published materials, copying in your exam or other evaluated activities, or not respecting the rules of acceptable behaviour.
- Class attendance is compulsory and missing more than 30% of the sessions will automatically exclude you from taking the final exam and being evaluated in this subject in both the first and second examination period (article 93.1 of the General Regulations). Failure to attend the first hour of a double class will be considered having missed the entire session, regardless of whether the student attends the second hour or not.
- For students who have failed the course in their first attempt, there is a resit option in June. For the resit, class grades that bare a pass or above will be saved, and the student will only need to present the failed activities and take the final exam. Students who have not fulfilled the attendance requirement will not be assessed on the final exam (80%) and the presentation of a case study (20%).

STUDENT WORK HOURS	
Face-to-face hours	Autonomous work
30	45

Course Schedule (subject to change)	
Semester	Weekly schedule
1	Group 1: Mon 10:40 - 12:30 Group 2: Wed 8:30 – 10:20 Group 3: Wed 10:40 – 12:30

REFERENCES

BASIC BIBLIOGRAPHY
Course Readings
Cacciatore, M. A., Scheufele, D. A., & Iyengar, S. (2016). The End of Framing as we Know it ... and the Future of Media Effects. Retrieved from https://pcl.stanford.edu/research/2015/cacciatore-mcs-end-of-framing.pdf
Cockcroft, R., & Cockcroft, S. (2014). <i>Persuading People: An Introduction to Rhetoric</i> . Houndmills: Palgrave MacMillan.
De Bruijn, H. (2017). <i>The Art of Framing: How Politicians Convince Us That They Are</i>

Right. Amsterdam: Etopia BV. ISBN 978-90-9030099-3

Dietz, K., & Silverman, L. (2014). *Business Storytelling for Dummies*. Hoboken: Wiley and Sons.

Jones, R.H. (2012). *Discourse Analysis: A resource book for students*. London & NY: Routledge.

Pinker, S. (2014). *The Sense of Style: The thinking person's guide to writing in the 21st century*. NY: Penguin.

Reese, S. (2001) " Prologue", in Reese, S., Gandy, O. & Grant, A, (eds.) (2001). *Framing Public Life: Perspectives on Media and our Understanding of the Social World*. Mahwah, N.J.: Lawrence Erlbaum. Retrieved from: https://www.researchgate.net/publication/247280571_Prologue-Framing_Public_Life_A_Bridging_Model_for_Media_Research

Other materials

Complementary Readings

Books

Canning, D., & Reinsborough, P. (2010). *Re: Imagining change: How to use story-based strategy to win campaigns, build movements, and change the world*. Oakland, Canada: PM Press. ISBN 978-1604861976

Articles

Other resources

Online material:

<http://www.lhn.uni-hamburg.de/article/corporate-storytelling>

<https://econsultancy.com/blog/65698-six-brand-case-studies-that-proved-the-value-of-storytelling/>

<https://econsultancy.com/blog/66404-six-insightful-data-storytelling-case-studies/>

<http://www.knowledge-management-tools.net/storytelling.html>

<https://hbr.org/2014/03/the-irresistible-power-of-storytelling-as-a-strategic-business-tool>

<http://www.diva-portal.org/smash/get/diva2:132493/fulltext01>

<https://www.forbes.com/sites/stevedenning/2011/06/08/why-leadership-storytelling-is-important/#2dc0b6e4780f>

<https://www.forbes.com/sites/forbescommunicationscouncil/2016/06/23/five-storytelling-techniques-to-define-your-brands-mission-and-values/#14f203fa2fff>

<http://www.practicalecommerce.com/7-storytelling-techniques-and-how-to-apply-them>

<https://www.uscreen.tv/storytelling-techniques-used-by-the-worlds-greatest-speakers/>