

## Course syllabus

Course information	
<b>Name</b>	Strategic Communication Skills: Framing, Writing and Storytelling
<b>Code</b>	E000006967
<b>Degree programme</b>	Bachelor in Global Communication
<b>Year of study</b>	Second year
<b>ECTS</b>	3
<b>Course type</b>	Mandatory
<b>Department</b>	Translation, interpreting and multilingual communication
<b>Language of instruction</b>	English
<b>Course description</b>	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	
<b>Professor</b>	
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<b>Department</b>	Translation, interpreting and multilingual communication
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<b>Office hours</b>	By appointment via e-mail.

## COURSE DETAILS

<b>Contextualization</b>
<b>Contribution to the training and professional profile of the degree</b>
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.
<b>Restrictions of access</b>
None.

<b>Competences and Learning outcomes</b>		
<b>General skills</b>		
CG1	<b>Ability to think analytically, synthetically and critically in the context of international communication.</b>	
	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	<b>Ability to apply the knowledge of communication in international environments.</b>	
	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	<b>Ability to communicate in writing and speaking in four languages.</b>	
	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	<b>Ability to think and strategically manage in the context of international communication.</b>	
	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	<b>Information management skills.</b>	
	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	<b>Critical and self-critical capacity.</b>	
	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	<b>Ability to apply interpersonal skills in professional communication.</b>	
	RA4	<i>It is capable of depersonalizing ideas in group work to achieve goal.</i>
CG20	<b>Capacity for ethical commitment in professional development.</b>	
	RA5	<i>Considers the consequences that a given activity or behaviour may have for others.</i>
<b>Specific skills</b>		
CE18	<b>Knows how to analyse communicative messages and can write informative and persuasive texts for a variety of audiences.</b>	
	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	<b>Knows and applies the techniques of framing and storytelling for international communication.</b>	
	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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<b>Contenidos – Bloques Temáticos</b>	
<b>Bloque I: Introducción al campo / Introduction to discourse analysis, framing and storytelling</b>	
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>	
<b>Bloque II: Comunicación corporativa / Corporate communication</b>	
Tema 5: Patrocinio y publicidad / <i>Sponsorship and advertising</i>	
Tema 6: Informes y comunicación corporativa / <i>Reporting and corporate communication</i>	
<b>Bloque III: Periodismo y comunicación política / Journalism and political communication</b>	
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 &amp; Co. and transmedia storytelling</i>	

## TEACHING METHODOLOGY

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

<b>Autonomous work (AF5)</b>	<b>-CE18</b> 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%).

<b>STUDENT WORK HOURS</b>	
<b>Face-to-face hours</b>	<b>Autonomous work</b>
30	45

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

## REFERENCES

<b>BASIC BIBLIOGRAPHY</b>
<b>Course Readings</b>
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 <a href="https://pcl.stanford.edu/research/2015/cacciatore-mcs-end-of-framing.pdf">https://pcl.stanford.edu/research/2015/cacciatore-mcs-end-of-framing.pdf</a>
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 21<sup>st</sup> 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](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/>