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Project requirements - from study.ruc.dk F 2020, and from recent and earlier specifications, and assembled/abbreviated by Henrik

The subject module in Communication includes project work with a topic and a research question chosen by the student within the module's frameworks. The project must include *elements of target group analysis and/or testing of a specific communication product (italics by Henrik)*.

The project is normally carried out as a group project with 2-6 participants (solo projects, by one student, are not possible without special permission).

The project work concludes in the compilation of a written *project report* including an *information article* with an accompanying *description (of the article)*. See more below.

The project report should present a research question/problem formulation within the communication area, and report on the actual research process and empirical investigations carried out by the group in order to know more about how a specific media product (in a broad sense) is being received, experienced, understood, used and/or rejected by a specified target group.

The report can be structured (strongly advised by Henrik) like a *week-by-week research diary* reflecting on the groups initial motivation, selection and narrowing down of the topic, research for relevant theory and methods, planning of practical empirical research (interviews on-line, questionnaires, observations), executions of interviews/questionnaires/observations (practical: how did it go?), analysis and interpretation of data/results, reflections on what to do (better)next time/what have we learned ? etc.

The project report must have the following scope (including the information article and description - and size specifications include the cover, table of contents, bibliography, figures and other illustrations, but exclude any appendices):

for 2 – 3 students (and solo projects): 64.800-81.600 characters including spaces.
(this means 27 – 34 standard pages of 2.400 characters including spaces).

for 4 – 6 students: 69.600-86.400 characters including spaces.
(this means 29 – 36 standard pages of 2.400 characters including spaces).

communication article scope: 2.400-7.200 characters incl. spaces (1 – 3 standard pages)
and accompanying explanation scope: 2.400-4.800 characters incl. spaces (1 – 2 standard pages. Both are included within the project report, e.g. placed at the end)

The project report must be written in idiomatically, grammatically and orthographically correct English, the presentation must be clear and lucid, and references or other notes must be adequate and in conformity with good practice.

Oral examination: The project work is assessed by an oral examination. The examination is a group examination, on the basis of the entire project report, conducted in such a way as to allow for individual assessment. Since the examination is based on the project report, questions may be posed not only on the whole report, but also within the academic field covered by the module.