



APPLIES TO ACADEMIC YEAR
2001/2002

MRK 9710 Media and Communication

Program

Bachelor of Business Administration Program in Travel and Tourism Management, Foundation Program in Business Administration

Responsible for the course

Berit von der Lippe, Tor Bang

Department

Communication - Culture and Languages

Term

Spring

ECTS Credits

6

Objective

The media plays a crucial role in modern society. This course will give students a basic introduction to and understanding of how the media works and how it influences society at large. The course has a broad scope. Based on theories of communication, with an emphasis on mass communication, the course discusses the historical development of the media, media structure, in Norway and internationally, media content, media effects and media channels like TV, radio, newspapers, film, the internet. There is an emphasis on the interaction of the media and the business community in order to contribute to an understanding of how managers may use the media to pursue business objectives. Emphasis is also put on how new media change the communicative reality for individuals, companies and society at large. A three-hour course in the use of the Internet is integrated into the course. A first introduction to thesis writing is also given.

Prerequisites

No special prerequisites are required.

Compulsory literature

Nordhaug, O. and B.v.d. Lippe, red. 2000. *Medier, påvirkning og samfunn*. 2nd ed. Oslo: Cappelen akademisk forlag. Kap 3-10, 12, 13 (except pages 349-354), 16, 19 (Defined as recommended literature: ch. 1, 2, 14, 15).
Bang, Tor, ed. 2001. *Artikkelsamling : Medier og kommunikasjon*. Oslo: Handelshøyskolen BI. Institutt for språk, kommunikasjon og kultur.

Recommended literature

Allern, S. 1996. *Kildenes makt*. 2nd ed. Oslo: Pax.
Mathiesen, T. 1993. *Makt og medier*. 2nd ed. Oslo: Pax.
Negroponte, Nicholas. 1995. *Leve digitalt*. Oslo: Tiden.

Course outline

- introduction to communication theories
- media history and the development of the media
- media structure, in Norway and internationally
- media channels
- new media and the internet
- media influence, promotion and information/PR
- media effects
- media and the society
- writing the Term Paper

Computer-based tools

Computer-based tools are not used.

Course structure

42 hours of lectures.

Evaluation

A 72-hour home exam completes the course.

Evaluation code(s)

MRK 97101 - home exam, which accounts for 100% of the grade in MRK 9710, 2 credits.

Aids at the examination

All written aids are allowed.

Makeup exam

A makeup exam is held in every term.