



APPLIES TO ACADEMIC YEAR 2004/2005

MRK 9710 Media and Communication

Program

Bachelor's Program in Arts and Management, Bachelor's Program in International Marketing, Bachelor's Program in Market Communication, Bachelor's Program in Marketing, Bachelor's Program in Public Relations, Bachelor's Program in Tourism and Service Management

Responsible for the course

Tor Bang

Department

Communication - Culture and Languages

Term

According to study plan

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, the 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 between 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 first introduction to writing term papers is also given.

Prerequisites

No special prerequisites are required.

Compulsory literature

von der Lippe, Berit red. 2004. *Medier, politikk og samfunn*. Oslo: Cappelen akademisk forlag.
Bang, Tor, 2003. *Medier og kommunikasjon - en innføring : kultur og konvergens*. Oslo: Abstrakt forlag.

Recommended literature

Allern, Sigurd. 2001. *Flokkdyr på løvebakken?* Oslo: Pax forlag.
Helgesen, Thorolf og Terje Gaustad. 2002. *Medieøkonomi*. Oslo: Stølen Media AS.
Mattelart, Armand og Michele: 1999. *Theories of communication: A short introduction*. London: Sage.
Johansen, Anders. 2002. *Talerens troverdighet*. Oslo: Universitetsforlaget.
For non-Norwegian speaking students: DeFleur, Melvin L. og Everette E. Dennis. 1998. *Understanding mass communication*. Boston: Houghton Mifflin Company.

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 term papers

Computer-based tools

Computer-based tools are not used. But students must have access to a computer and the Internet during their exam.

Course structure

36 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, 6 credits.

Aids at the examination

All written aids are allowed.

Makeup exam

A makeup exam is held in every term.