



APPLIES TO ACADEMIC YEAR 2005/2006

INS 2401 Public Communication

Program

Bachelor in Public Relations (2. year), Bachelor of Science in Marketing (2. year), Bachelor of Science in Marketing (3. year)

Responsible for the course

Tor Bang

Department

Communication - Culture and Languages

Term

According to study plan

ECTS Credits

6

This course is on public sector per se, as well as public sector's communication strategies.

Objective

The course aim is to enhance students comprehension of the public sector and public sector's communicative needs. The course emphasizes comprehension of formal and informal links between the partisan politics, bureaucracy on all levels and the public.

Prerequisites

None.

Compulsory literature

Books:

Christensen, Tom [et. al.]. 2002. Forvaltning og politikk. Oslo. Universitetsforlaget
Hernes, Gudmund og Kristine Nergaard. 1989. Oss i mellom: konstitusjonelle former og uformelle kontakter Storting - Regjering. Oslo: FAFO. Kap. 2. Konstitusjonelle prinsipper
Simonsen, Arne. 1998. Deltaker i samfunnet. 2. utg. Oslo. Kommuneforl

Articles:

Artikler (publiseres elektronisk på blackboard):

Rice, Ronald E. og Charles K. Atkin, red. 2001. Public communication campaigns. 3rd ed. Thousands Oak, Calif.: Sage. (Kapittel 2)

Other:

Lov om offentlighet i forvaltningen. Grundlovens § 100

Recommended literature

Books:

Rasmussen, Terje. 2001. Mediesamfunnets moral. Oslo : Pax
Rice, Ronald E. og Charles K. Atkin, red. 2001. Public communication campaigns. 3rd ed. Thousands Oak, Calif.: Sage. (Resten av boken)

Course outline

1. Public sector's structure in Norway.
2. Formal and informal communication in the public sector in Norway
3. The links between partisan politics and bureaucracy.
4. The citizen's role: the right to knowledge and insight

Computer-based tools

None.

Course structure

Lectures and student work, 36 hours.

Evaluation

A three hour individual written exam concludes the course.

Evaluation code(s)

INS 24011 - written exam counts 100% of final grade in the course INS 2401 Public communication, 6 credits.

Aids at the examination

None

Makeup exam

A re-sit is held in connection with the next scheduled exam in the course.