



APPLIES TO ACADEMIC YEAR 2006/2007

KLS 2500 Cultural Industry Studies I - The book Industry

Program

Bachelor in Arts and Management (2. year)

Responsible for the course

Tine Solvang

Department

Communication - Culture and Languages

Term

According to study plan

ECTS Credits

6

The book industry is one of the largest cultural industries in Norway and has long traditions. The book industry has enjoyed extensive public support for over 40 years. This industry is producing textbooks, university literature and fiction.

Objective

The main aim of the course is to give the students an overview of the book industry and its history – national and international. The purpose with the historical presentation is to give the students an historical background to understand the situation today. The main themes of the course consist of a presentation of the general characteristics of the industry, its forms of organization and the challenges in the book market. Having ended the course, the students are supposed to have acquired the ability to analyze the book business today.

Prerequisites

There are no claims for special requirements.

Compulsory literature

Books:

Andreassen, Trond. 2000. Bok-Norge : en litteratursosiologisk oversikt. Oslo: Universitetsforlaget

Collection of articles:

Solvang, Tine (red.). 2006. Artikkelsamling: Kulturbransjekunnskap I - Bok

Recommended literature

Books:

Schiffrin, André. 2002. Bøker og business. Oslo: Aschehoug

Course outline

- The value chain
- General characteristics of the book industry
- The history of the book industry
- Cultural politics and the book industry
- Intellectual property in the book industry

Computer-based tools

Computer-based tools are not used in this course.

Course structure

The course consists of 36 one hour lessons. The students are advised to form discussion groups for the study of the course literature and if desired also for cooperation during the one week examination work.

Evaluation

Individual 2-hour written examination in the middle of the semester - counts 30%. Take-home exam to be prepared over a one-week period, individually or in groups of up to three students -

counts 70%.

Evaluation code(s)

KLS 25002- Individual written examination accounts for 30 % of the grade in KLS 2500 Cultural Industry Studies I - The book Industry, 6 credits

KLS 25003- Take-home exam accounts for 70 % of the grade in KLS 2500 Cultural Industry Studies I - The book Industry, 6 credits.

Aids at the examination

No aids allowed for the individual written examination.

Makeup exam

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