



APPLIES TO ACADEMIC YEAR 2006/2007

## KLS 2501 Cultural Industry Studies II – The Music 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 music industry is a young industry, tightly associated with popular culture. Four transnational companies, the majors, dominate the market both globally and in Norway. The most important challenge for the music industry is the possibilities of information technology. For the Norwegian independent companies, the most important challenge is the lack of public support. The course focuses on music as a commodity, most often understood as the CD market.

### Objective

The aim of the course is to give the students an understanding of how the industry works. The course will cover:

- The value chain
- the history of the music industry
- cultural policy
- intellectual property and rights
- information technolog

By the end of the course, the students are expected to be able to analyze the most important aspects of the industry.

### Prerequisites

There are no claims for special requirements.

### Compulsory literature

#### Books:

Dalchow, Jørn. 2004. Hjelp, jeg er i popbransjen!. Oslo: Norsk musikkråd. Følgende kapitler:

Manageren

Managementkontrakten

Plateselskapet

Platekontrakten

Produsenten

Musikalske åndsverk

Musikkforlaget

Forlagskontrakten

Konserter og booking

155s.

Jostein Gripsrud, red. 2002. Populærmusikken i kulturpolitikken. Oslo : Norsk kulturråd.

Følgende kapitler:

Peter Larsen: Populærmusikken og de andre musikalske genrer

Anne Danielsen: Estetiske perspektiver på populærmusikk

Are Brandstad: Kulturpolitikk og populærmusikk

Hans Weisethaunet: Platebransjen og musikkproduksjon i Norge

Arnt Maasø: Rollen til radio og TV i formidling av populærmusikk

Anne Lorentzen: Om kjønn i rock og pop

189 s.

### Recommended literature

#### Books:

Gripsrud, Jostein, red. 2002. Populærmusikken i kulturpolitikken. Oslo: Norsk kulturråd. Det som ikke er oppført under obligatorisk litteratur.

Langdalen, Jørgen. 2002. Musikkliv og musikkpolitikk : en utredning om musikkensemblene i Norge. Oslo: Norsk kulturråd

### **Course outline**

- The value chain
- General characteristics of the music industry
- History of the music industry
- Cultural politics and the music industry
- Intellectual property in the music industry
- Information technology and the music industry

### **Computer-based tools**

Computer-based tools are not used in this course.

### **Course structure**

The course consists of 36 hours. The students are advised to form discussion groups for the study of the course literature and if desired also for cooperation during the project paper.

### **Evaluation**

Project paper to be performed individually or by groups up to three students.

### **Evaluation code(s)**

KLS 25012 Project paper which accounts for 100 % of the grade in KLS 2501 Cultural Industry Studies II - The Music Industry

### **Aids at the examination**

All aids allowed.

### **Makeup exam**

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