



APPLIES TO ACADEMIC YEAR 2006/2007

MRK 2500 Mass Communication Theory

Program

Bachelor in Market Communication (2. year)

Responsible for the course

Gerhard E. Schjelderup

Department

Marketing

Term

According to study plan

ECTS Credits

6

Mass Communication Theory as a course aims at building analytical and researchbased knowledge that will better enable a person working with marketing to face challenges in creating and implementing communication campaigns.

Objective

The objective of this course is to give a wide and holistic introduction into the research and mindset surrounding the field of mass communication. The course will teach the students the most important theories and related research in this field. After taking this course the students will have a thorough theoretical and researchbased understanding of the field of mass communication. They will have developed skills that enables them to find the suitable theoretical framework for solving different problems that one can encounter while working with mass communication campaigns.

Prerequisites

None

Compulsory literature

Books:

Severin, Werner J. and James W. Tankard. 2001. Communication theories: origins, methods, and uses in the mass media. 5th ed. N.Y. : Addison Wesley Longman. 50-68, 108-127, 207-213, 219-241, 245-258, 262-288, 293-302, 309-342, 376-386, 391-398

Other:

Artikler publisert på blackboard

Recommended literature

Books:

Cragan, J. F. og D.C. Shields. 1998. Understanding communication theory: the communicative forces for human action. Boston : Allyn and Bacon

Course outline

- A broad overview of Mass Communication as a phenomena.
- A meta-theoretical framework for judging different theories
- The changing media landscape
- Scientific method and research on Mass Communication
- Perception variables in Mass Communication
- The Social Scientific approach
- Mass Communication effects and uses
 - Information Systems Theory
 - Agenda Setting Theory
 - Cultivation Theory
 - Spiral of Silence
 - Diffusion of Innovation
 - Uses and Gratification
- Media channels

Computer-based tools

None

Course structure

This course will be lectured over 36 hours.

Evaluation

The course will be finished with an individual three hour exam.

Evaluation code(s)

MRK 25001 - written exam counts 100% to receive a grade in MRK 2500 Mass Communication Theory, 6 study points

Aids at the examination

None.

Makeup exam

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