



APPLIES TO ACADEMIC YEAR 2007/2008

INS 2401 Public Communication

Program

Bachelor in Public Relations (2. year)

Responsible for the course

Tor Bang

Department

Communication - Culture and Languages

Term

According to study plan

ECTS Credits

6

Language of instruction

Norwegian

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. 2007. Offentlig informasjons- og kommunikasjonsarbeid. Mål og metoder. . 3. utg. Oslo: Kommuneforlaget. (Ny utgave kommer medio februar -07)

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 rett til innsyn i dokument i offentlig verksemd (offentleglova). Grundloven § 100. Kommuneloven § 4.

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.

The students must submit two individual written works during the term. The submitted papers will each count for 25%, altogether, 50% of the final grade.

Evaluation

The course will be graded as a process-course. The two individual papers will each count for 25% of the final grade, altogether 50%. The written exam counts for 50% of the final grade.

Evaluation code(s)

INS 24012 - Process evaluation accounts 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 at the next scheduled exam in the course. Students who are taking new exam must take the course all over including all parts of evaluation.