



APPLIES TO ACADEMIC YEAR 2007/2008

## 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

### Language of instruction

Norwegian

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.