



APPLIES TO ACADEMIC YEAR 2008/2009

MRK 9620 Culture and Media Analysis

Program

Bachelor in Market Communication (3. year), Bachelor in Public Relations (3. year)

Responsible for the course

Berit von der Lippe, Gerhard E Schjelderup

Department

Term

According to study plan

ECTS Credits

6

Language of instruction

Norwegian

Objective

The objective of this course is to provide students with an understanding of cultural approaches to different media texts or media genres. The main focus will be on the socio-cultural context of which any text is a part and within which it is interpreted. The main focus will be: How does one try to obtain our attention? What kinds of tools does one make use of? What values are transmitted? What is to be found "behind" the surface of images/words we hear, see and read?

In order to make this type of texts function at all, and thus communicate successfully with potential consumers, viewers and listeners, they must, as it were, form part of a specific dialogue with the cultural context in which they appear, i.e. with "what is already known". Advertising will dominate the analysis, although it will be important to make manifest the close links these texts have to other genres, e.g. news, entertainment etc. The students will be provided with an insight into how different disciplines - semiotics, rhetoric, narratology hermeneutics, and discourse analysis - function as a tool that throws light on:

- the structuring of various media texts
- how/why they are interpreted the way they are
- how they communicate with the cultural setting or with target groups

Understanding or reading the culture that we all belong to helps to extend our cultural understanding and perhaps also make some students more creative in terms of various forms and strategies of communication. The above mentioned disciplines provide us with good analytical tools for such an understanding.

Prerequisites

The course is based on the Foundation Program in Marketing Communication

Compulsory literature

Books:

Kjeldsen, Jens. 2006. Retorikk i vår tid. 2utg. Oslo: Spartacus

Other:

Berit von der Lippe. 2007. Kompendium i MRK 9620 Kultur og mediaanalyse. Oslo: Handelshøyskolen BI.

Kompendiet har følgende innhold:

- Berit von der Lippe. 2006. Images of Victory: Images of Masculinity. Nordicom Review. 27 (1). pp. 63-79.
- Gallagher, V; Zagacki, K.S.. 2005. Visibility and rhetoric: The power of visual Images in Norman Rockwell's Depictions of Civil Rights. Quarterly journal of speech. 91, nr 2. Routledge. 175-200.
- Jørgensen, Marianne Winther og Louise Phillips. 1999. Diskursanalyse som teori og metode. Frederiksberg : Roskilde Universitetsforlag : Samfundslitteratur. Kapittel 3, Kritisk diskursanalyse (ss.72-104).
- Neumann, Iver B. 2001. Mening, materialitet, makt : en innføring i diskursanalyse. Bergen:

Fagbokforlaget. Kapittel 5: Utgangspunkter-tekst, hendelse, gjenstand, subjektposisjon, institusjon (ss.100-133).

(Det kan komme ytterligere artikler i tillegg).

Recommended literature

Books:

Jensen, J. F., T.A. Rasmussen og J. Stigel, red. 1993. Reklame - kultur. Aalborg: Aalborg Universitetsforlag

Course outline

- Advertising in a rhetorical perspective
- Critical Discourse Analysis
- Media texts and the cultural context
- Cultural production, news, advertising and propaganda
- Advertising and political marketing
- Popular film genres, dominant cultural expressions of men and women, seeing the similarities between advertising and other mass media expressions in general, including political rhetoric.

Computer-based tools

Computer-based tools are not used.

Course structure

The course is given in 36 hours of lectures which consists of a mixture of lecturing and group work. The students will early in the semester receive an assignments about specific cultural and/or media phenomenas which they will work on through the semester and it will be discussed in class. Students are expected to be well prepared for classes and a great emphasis is put on active participation. The assignment will not be submitted for sensoring, but with active work on this assignement they will be well prepared for the final exam.

Evaluation

The students is given a project assignment at the start of the semester which will be an integrated part of the final exam. The project assignment together with the final term paper will count a 100% of the grade. A term paper to be completed within one week concludes the course. It can be written individually or in groups of up to 3 students.

Evaluation code(s)

MRK 96201 - term paper, which counts 100% of the grade in MRK 9620, 6 credits.

Aids at the examination

All aids are allowed

Makeup exam

A re-sit is normally held at the next regular exam.