



APPLIES TO ACADEMIC YEAR 2009/2010

MRK 2500 Mass Communication Theory

Programme

Bachelor in Market Communication (2. year), Bachelor of Science in Marketing (3. year)

Responsible for the course

Department

Department of Marketing

Term

According to study plan

ECTS Credits

6

Language of instruction

Norwegian

Introduction

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 reading

Books:

Severin, Werner J. and James W. Tankard. 2001. Communication theories: origins, methods, and uses in the mass media. 5th ed. New York : 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 reading

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.

Examination

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

Exam code(s)

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

Examination support materials

None.

Re-sit examination

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

Due to changes in our Bachelor Programmes from autumn 2009, there also will be changes in every single course.

This course will be taught for the last time spring 2010. Re-sit exam will be offered every term even spring 2012.

Additional information