



APPLIES TO ACADEMIC YEAR 2009/2010

MRK 9710 Media and Communication

Programme

Foundation Program in Marketeconomy

Responsible for the course

Department

Term

According to study plan

ECTS Credits

6

Language of instruction

Norwegian

Introduction

Objective

The media plays a crucial role in modern society. This course will give students a basic introduction to and understanding of how the media works and how it influences society at large. The course has a broad scope. Based on theories of communication, with an emphasis on mass communication, the course discusses the historical development of the media, the media structure in Norway and internationally, media content, media effects and media channels like TV, radio, newspapers, film, the internet. There is an emphasis on the interaction between the media and the business community in order to contribute to an understanding of how managers may use the media to pursue business objectives. Emphasis is also put on how new media change the communicative reality for individuals, companies and society at large. A first introduction to writing term papers is also given.

Prerequisites

No special prerequisites are required.

Compulsory reading

Books:

Bang, Tor. 2006. Makt og spinn i mediene. Oslo : Abstrakt forlag

Lippe, Berit von der, red. 2006. Medier, politikk og samfunn. 5. utg. Oslo : Cappelen akademisk forlag

Recommended reading

Books:

Allern, Sigurd. 2001. Flokkdyr på Løvebakken : søkelys på Stortingets presselosje og politikkens medierammer. Oslo: Pax

Helgesen, Thorolf og Terje Gaustad. 2002. Medieøkonomi : strategier, markedsføring, medierettigheter. Nesbyen: Stølen

Johansen, Anders. 2002. Talerens troverdighet : tekniske og kulturelle betingelser for politisk retorikk. Oslo : Universitetsforlaget

Mattelart, Armand, Michele Mattelart. 1998. Theories of communication : a short introduction. London : Sage

Course outline

- Introduction to communication theories
- media history and the development of the media
- media structure in Norway and internationally
- media channels
- new media and the internet
- media influence, promotion and information/PR
- media effects
- media and the society
- writing term papers

Computer-based tools

Computer-based tools are not used. But students must have access to a computer and the Internet during their exam.

Course structure

36 hours of lectures.

Examination

A 72-hour home exam completes the course.

Exam code(s)

MRK 97101 - home exam, which accounts for 100% of the grade in MRK 9710, 6 credits.

Examination support materials

All aids are allowed.

Re-sit examination

A makeup exam is held in every term.

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

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

Additional information