



APPLIES TO ACADEMIC YEAR 2010/2011

PRK 3520 Media in Modern Society

Programme

Bachelor in Public Relations (2. year)

Responsible for the course

Department

Term

According to study plan

ECTS Credits

7,5

Language of instruction

Norwegian

Introduction

The media set the agenda in most arenas. The contemporary media spectrum is very diverse. Social actors have to relate to media logic, media diffusion and media influence. An analytical approach to the field is not possible without an in-depth understanding of communication.

Learning outcome

Knowledge outcome:

Students must understand communicative complexity, and comprehend sender-, channel- and receiver perspectives.

Students must comprehend the importance of freedom of expression, as a common good per se, as well as a fundamental good for mankind's deliberative political, economic and cultural socialization.

Students must understand media as agendasetters in contemporary political, economic and cultural discourses.

Students must understand media organizations and media markets on local, regional, national and global levels.

They must understand implications and diffusions of social media. They must be able to establish and maintain a blog or an account in the social media sphere.

The course will emphasize the understanding of receivers as audiences, customers, actors and distributors of mediated communication.

Students must be aware of various communicative strategies for the contemporary media spheres.

They must be able to assess a medium's strengths, weaknesses, opportunities and threats, on micro as well as macro levels in the digital social spheres as well as more traditional mass media spheres.

The students must be able to recognize socialpsychological, sociological and anthropological influence on audiences' qualitative and quantitative media choices.

Students must also be able to recognize and appreciate the financial logics of media ownership and media entrepreneurship.

Skills outcome:

Candidates must be able to advise organizations in the civil and public spheres on media issues.

They must be able to assess issues of economy and distribution for organizations that use various media channels to reach their communicative goals.

They must be able to assess and compare media organizations, and thus be able to make ranking lists and recommendations to customers seeking advice.

Students must be able to navigate in available databases, i.e. retriever, factiva, ssb.no, offentlighet.no as well as other international databases.

Students must be able to assess media message and publishing ethically.

Attitude outcome:

After completing the course, students shall be able to critically reflect on the importance of media organizations and mass communication locally, regionally, nationally and globally.

Prerequisites

None

Compulsory reading

Books:

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

Collection of articles:

Bang, Tor, Arne H. Krumsvik, Ragnhild K. Olsen og Mona K. Solvoll. 2010. Medier i moderne samfunn. Publiseres sommeren 2010

Recommended reading

Books:

Kjeldsen, Jens E. 2006. Retorikk i vår tid : en innføring i moderne retorisk teori. 2. utg. Oslo : Spartacus. 396

Vivian, John. 2010. The media of mass communication. 10th ed. Boston, Mass. : Pearson. 1-24, 77-104, 151-316, 373-457. For studenter som ikke behersker norsk

Waldahl, Ragnar. 2007. Opinion og demokrati. Oslo : Universitetsforlaget. 256

Course outline

Linear and circular communication.

Coorientational models of communication.

Social and humanistic fundaments for media and media organizations.

Freedom of speech.

Print media.

Dynamic media.

Massmedia, social media, convergens of media channels.

Media economy.

Qualitative, quantitative and economic audience studies.

Entrepreneurship in the media sphere.

Socialpsychological, anthropological and sociological perspectives on media and media audiences.

Global media organizations.

Diffusions of innovations, knowledge, and knowledge gaps.

Ethical issues in the media industry.

Computer-based tools

Word for windows. Computer with access to the Internet.

Learning process and workload

The course will be taught over 45 hours of lecturing and advising. The course content is theoretical.

During the progress of the course, there will be classes given in relevant methodological approach to developing an academic paper. This will include classes in documenting, as well as current standards of references. The students will submit a paper on a given topic.

Activity	Use of hours
Attendance in lecture	36
Preparations for lectures	37
Individual and group home work	70
Discussions and peer review, - advise	26
Litterary studies, preparations for exam	31
Total use of hours recommended	200

Use of hours

36 hours class room lectures. 9 hours advising.

Examination

Students will submit a written assignments and pass a control exam.

1) A assigned topic term paper that can be developed individually or in groups of two or three. The topic will be given about four weeks into the term. The given topic home exam counts for 100% of the course grade.

2) All students must pass an individual control exam. The control exam questions are taken from the course's theoretical content. Control exams are graded pass/fail. In order to obtain a grade in the course, students must pass the control exam.

Examination code(s)

PRK 35201 - Term project, counts 100% to obtain final grade in PRK 3520, 7,5 credits.

PRK 35202 - Control exam. Must be submitted to get a grade.

Examination support materials

All aids for Term project.

No aids for control exam.

Re-sit examination

A re-sit in Term project is held in connection with the next scheduled course.
A re-sit in Control exam is held every term.

Additional information