



APPLIES TO ACADEMIC YEAR 2011/2012

## MRK 2500 Mass Communication Theory - RE-SIT EXAMINATION

### Programme

Re-sit examination

### Responsible for the course

Gerhard E Schjelderup

### 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 (Det er opprettet en side (kurs) i ItsLearning for studenter som skal ta kontinuasjonseksamen, hvor aktuelle artikler er tilgjengelig. Ta kontakt med studieveileder for å få tilgang til denne siden. Siden/kurset i ItsLearning heter: Kontinuasjon tom 2012V - MRK 2500 Massekommunikasjonsteori )

### 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.

**Examination code(s)**

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

**Examination support materials**

No Support materials allowed.

**Re-sit examination**

Due to changes in our Bachelor Programmes from autumn 2009, there also will be changes in every single course. This course was taught for the last time spring 2010. Re-sit examination will be offered every term up to and even spring 2012.

**Additional information**