



APPLIES TO ACADEMIC YEAR 2011/2012

MRK 3560 Mass Media Persuasion

Programme

Bachelor in Market Communication (2. year)

Responsible for the course

Gerhard E Schjelderup

Department

Department of Marketing

Term

According to study plan

ECTS Credits

7,5

Language of instruction

Norwegian

Introduction

The course gives a basic introduction to research and theories on influence and persuasion, with an emphasis on the use of the mass media as a channel. It is also an introduction to more general theories on mass media effects. The course has ethical considerations as a component.

Learning outcome

Knowledge outcomes:

On completing the course, students should be able to understand and explain the main concepts and models relating to the effects of the mass media and to influence and persuasion, as well as conscious and unconscious processes underlying these effects. Additionally, students should be able to analyze ethical dilemmas connected to mass media campaigns and messages.

Skills outcomes:

On completing the course, students should be able to apply theories and models on mass media persuasion and the effects of the mass media to analyze media messages. Students should be able to analyze ethical dilemmas connected to persuasion through the use of the mass media.

Attitudinal outcomes:

On completing the course, students should understand the complexities of reaching persuasion objectives when using mass media as a channel, and be able to raise critical questions and reflect on mass media influence and persuasion.

Prerequisites

None

Compulsory reading

Books:

O'Keefe, Daniel J.. 2002. Persuasion : theory & research. 2nd ed. Sage Publications

Collection of articles:

Gerhard E. Schjelderup. 2010. Artikler om massepåvirkning. Oslo: BI forlag

Recommended reading

Books:

Cialdini, Robert B. 2009. Influence : science and practice. 5th ed. Pearson/Allyn and Bacon.
(4. utgave av boken finnes også i norsk utgave)

Course outline

Conscious and unconscious processes in decision-making
Theories and research on influence and persuasion
Research on the phases in communication
Mass media effects
Ethics of influence and the media

Computer-based tools

Internet access.

Learning process and workload

The course is conducted in the form of classroom teaching and group assignments. The course is theoretical, with a practical component where students train the use of theory in the analysis of media messages.

Work requirements

During the semester, three cases will be presented and discussed in class. All students have to submit a written discussion of each of the three cases, alone or in a group with two or three students. The cases are graded pass or not passed. Passing the relevant case is required to be present during the case presentation in class. Among submitted cases, some will be selected for presentation in class. All three cases must be graded "pass" for a student to be allowed to take the final examination of the course.

Activity	Hours
Attending lectures	40
Preparation for lectures	45
Work on group assignments	45
Self study / reading / preparations for examinations	70
Total recommended use of hours	200

Use of hours**Coursework requirements**

Three assignments will be handed out at the beginning of the course. These are to be solved individually or in groups of max 3 students, and must be handed in at assigned dates/time. Two of three assignments must be passed in order to sit for the final exam.

Examination

Work requirement

Students must have the coursework requirements approved before taking the examination in this subject. See Coursework requirements for further details.

A four-hour individual written examination concludes the course.

Examination code(s)

MRK 35601 The written examination, accounts for 100% for the grade in the course MRK 3560 Mass Media Persuasion, 7,5 credits.

Examination support materials

No support materials allowed.

Re-sit examination

Make up exam every term.

Additional information