



APPLIES TO ACADEMIC YEAR 2014/2015

ELE 3755 Mediasociology and mediaeconomy

Programme

Elective

Responsible for the course

Tor Bang

Department

Department of Communication and Culture

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. The course will also look at computer-mediated communication as a complex and powerful new channel available to individuals and organizations. An analytical approach to the field of media is not possible without an in-depth understanding of communication.

Please note

This course has some overlapping issues with the elective courses ELE 3718 Media Economics (7,5 credits). Consequently a combination of these courses can not be approved in a Bachelor's degree.

Learning outcome

Acquired knowledge

- On completing the course the students will comprehend sender-, channel- and receiver perspectives.
- 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.
- Understand media as agendasetters in contemporary political, economic and cultural discourse.
- Understand media organizations and media markets on local, regional, national and global levels.
- Be aware of various communicative strategies for the contemporary media channels.
- 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 channels.
- Be aware of socialpsychological, sociological and anthropological influence on audiences' qualitative and quantitative media choices.
- Understand implications and diffusions of social media, and be able to contribute to a blog, a wiki or to twitter.

Acquired skills

- On completing the course the students will be able to advise organizations in the civil and public spheres (private, public and also non-profits) on media issues, such as freedom of speech, agenda setting and news stories.
- Analyze the financial logics of media ownership and media entrepreneurship and assess issues of economy and distribution for media organizations (for instance questions regarding press support and public service broadcasting).
- Navigate in available databases, i.e. TNS Gallup, ssb.no, offentlighet.no as well as other international databases in relation to audiences' qualitative and quantitative media choices.
- Assess media message and publishing ethically and analytically.

Reflection

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 og Mona K. Solvoll (red). 2014. Medieøkonomi : konflikt og samspill. Cappelen Damm Akademisk.
Med kapitler av Jens Barland, Johann Roppen og Arne Krumsvik
Schwebs, Ture og Helge Østbye. 2013. Media i samfunnet. 6. utg. Samlaget

Recommended reading

Books:

Enjolras, Bernard ... [et al.]. 2013. Liker - liker ikke : sosiale medier, samfunnsengasjement og offentlighet. Cappelen Damm akademisk. 229 sider
Vivian, John. 2013. The media of mass communication. 11th ed. Pearson. 1-24, 77-104, 151-316, 373-457. For studenter som ikke behersker norsk
Waldahl, Ragnar. 2007. Opinion og demokrati. Universitetsforlaget. 256

Course outline

- 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.
- 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 36 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.

Recommended use of hours:

Activity	Hours
Attendance in lecture	36
Preparations for lectures	37
Individual and group home work	70
Discussions and peer review, - advise	26
Literary 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 72-hours take home exam and pass a control exam.

1) A 72-hour home exam that can be developed individually or in groups of two or three. The home exam counts for 100 % of the course grade.

2) Individual control exam, one (1) hour. 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)

ELE 37551 - Take home exam, counts 100 % to obtain final grade in ELE 3755, 7,5 credits.
ELE 37552 - Control exam. Must be submitted to get a grade.

Examination support materials

All aids for the take home exam.
No aids for control exam.

Re-sit examination

A re-sit examination is offered in connection with the next regular course.

Additional information