

COURSE DESCRIPTION

RED2100 Rhetoric and Dramaturgy

1. Degree	Bachelor of Advertising and Brand Management
2. Year/semester	2nd year – 3rd semester
3. Credits	10
4. Course instructors	Assistant Professors Kjetil Olaussen and Hanne Stavelie
5. Contact hours	50 hours
6. Course prerequisites	General study qualifications
7. Learning goals	<p>The students will acquire practical tools for how to work with language and culture, and develop an awareness of how they are affected by cultural change. They are supposed to see the links between their own formation/liberal education and to what extent they are affected by European cultural formation, especially in the field of literature. The course further intends to extend the students' trope and style figure repertoire, aiming at better control of language nuances in general as well as mastering various linguistic effects. This will be framed within their individual stride to be more creative about the possibilities of language. This will simultaneously enhance the possibilities of gaining a good grip on oral language and presentation techniques. The students should acquire a larger rhetorical insight: Through theory and practice, students will access the field of rhetorics, comprising both Aristotelian dramaturgy as well as the history of rhetorics. The aim is that students develop security in oral situations and understand the various aspects of oral communication.</p>
8. Course contents	<p>The course will focus on Western culture and tradition of formation/liberal education. Language and rhetoric are important practical tools within advertisement, branding and management. Linguistic and rhetorical skills are essential to develop a deeper</p>

	<p>understanding of how oral presentations and performance work. This is also essential in advertising and brand building. The course contents can be summarized in the following topics:</p> <ul style="list-style-type: none"> - Formation/liberal education and identity - Norwegian literature influenced by the European canon - Rhetoric, theory and practice - Genres - Oral presentations - Language and branding - Dramaturgy
9. Method of instruction	<p>The 50 hours comprise lectures, discussions, excursions and the active use of case work and tasks to be solved either individually or in groups. There will also be various types of group projects as well as presentation of group or individual projects.</p>
10. Assessment	<p>Group assignments (8-10 weeks) counts 40 % of the course grade. Final, individual exam (3 hours) counts 60 % of the course grade.</p>
11. Course syllabus	<p>Czarniawska, Barbara. 2004. <i>Narratives in social science research, Introducing qualitative methods</i>. London: Sage. ISBN: 0-7619-4195-9. (72 p: selected chapters) Price: 269,-</p> <p>Kjeldsen, Jens. 2006. <i>Retorikk i vår tid: en innføring i moderne retorisk teori</i>. 2. ed. [Oslo]: Spartacus. ISBN: 978-82-430-0395-8. (396 p) Price: 328,-</p> <p>Olaussen, Kjetil og Hanne Stavelie, red. 2009. <i>Kompendium: retorikk og dramaturgi</i>. Oslo: Markedshøyskolen Campus Kristiania.</p> <p>Østerberg, Dag. 2001. <i>Det moderne : et essay om Vestens kultur 1740-2000</i>. [Oslo]: Gyldendal. ISBN: 82-05-27782-6. (424 p) Price: 129,-</p> <p><i>Kompendium : retorikk og dramaturgi contains:</i></p> <p>Bourdieu, Pierre. 1996. Om symbolsk makt. In <i>Symbolsk makt: artikler i utvalg</i>. Oslo: Pax. (10 p).</p> <p>Bourdieu, Pierre og Loïc J.D. Wacquant. 1993. Logikken i</p>

	<p>feltet. In <i>Den kritiske ettertanke: grunnlag for samfunnsanalyse</i>. Oslo: Samlaget. (22 p).</p> <p>Frønes, Ivar. 2001. Samfunnets fortellinger. In <i>Handling, kultur og mening</i>. Oslo: Fagbokforlaget. (20 p).</p> <p>Gans, Herbert J. 1999. New introduction. In <i>Popular culture and high culture: an analysis and evaluation of taste</i>. New York: Basic Books. (22 p).</p> <p>Lakoff, George og Mark Johnson. 1980. Selected chapters. In <i>Metaphors we live by</i>. Chicago: University of Chicago Press. (32 p).</p> <p>Strinati, Dominic. 1992. Postmodernism and popular culture. <i>Sociological review</i>:428-438.</p>
12. Recommended reading	