

COURSE DESCRIPTION

KMM1100 Communication, Mass Culture and Media

| | |
|-------------------------|---|
| 1. Degree | Bachelor of Advertising and Brand Management |
| 2. Year/semester | 1 st year – 2 nd semester |
| 3. Credits | 10 |
| 4. Course instructor | Assistant Professor Kjetil Olaussen |
| 5. Contact hours | 50 hours |
| 6. Course prerequisites | General study qualifications/other qualifications, e.g. the completion of previous courses included in the degree. |
| 7. Learning goals | First of all the student will learn to see the development of modern mass media in a social and historical context. Second, the student will learn the analytical tools appropriate for the study of media texts and messages. And third, the student shall be presented with the most influential theories and concepts in contemporary media, culture and communications research. |
| 8. Course contents | <p>The course consists of three parts:</p> <ol style="list-style-type: none">1) Into the modern mass media society. In this part the student's understanding of the mass media in a social historical context. This means looking closer at what modern mass media have meant for the development of contemporary modern societies.2) Symbolic forms: media content In this part the student will learn about semiotics, narrative analysis, audience interpretation and rhetoric as the basic tools for analysis of media content.3) Theories and concepts in media and communications In this part the student shall be presented with the most influential |

| | |
|--------------------------|---|
| | theories that currently inhabit the international field of media research, especially those relating to topics such as democracy, identity, consumption and power. |
| 9. Method of instruction | The course will be taught through lectures and discussions in class. The students will also engage in a variety of classroom activities, including both individual and group presentations. The students are required to invest considerable efforts in the learning process. |
| 10. Assessment | Assignments/mid-term exam: 40 % Final exam: 60 % |
| 11. Course syllabus | Bang, Tor. 2006. <i>Makt og spinn i mediene</i> . Oslo: Abstrakt forlag. 379,-/320 s. ISBN 978-82-7935-222-8 Gripsrud, Jostein. 2002. <i>Mediekultur, mediesamfunn. Siste utgave</i> Oslo: Universitetsforlaget. 379,-/345 s. Mathiesen, Thomas. 2006. <i>Makt og medier. En innføring i mediesosiologi</i> . 4. utgave. Oslo: Pax. 338,-/402,- s. ISBN: 978-82-530-2922-1 |
| 12. Recommended reading | Mattelart, Armand og Michele Mattelart. 1998. <i>Theories of communication: a short introduction</i> . London : Sage. 186 s. ISBN: 0-7619-5646-8 Frønes, Ivar. 2001. <i>Handling, kultur og mening</i> . (Oslo) Bergen : Fagbokforlaget. 194 s. ISBN: 82-7674-581-4 Johansen, Anders. 2002. <i>Talerens troverdighet : tekniske og kulturelle betingelser for politisk retorikk..</i> Oslo. Universitetsforlaget. 282 s. ISBN: 82-15-00141-6 Curran, James. 2002. <i>Media and Power</i> . London: Routledge. X, 308 s. ISBN: 0-415-07740-0 For dem som vil gå i dybden: Curran, James and Michael Gurevitch (redaktører) 3. utgave, <i>Mass media and society</i> . Arnold Publishers. ISBN: 0 – 340 – 73201 – 6 |