



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> <p style="padding-left: 40px;">1) Into the modern mass media society.</p> <p>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.</p> <p style="padding-left: 40px;">2) Symbolic forms: media content</p> <p>In this part the student will learn about semiotics, narrative analysis, audience interpretation and rhetoric as the basic tools for analysis of media content.</p> <p style="padding-left: 40px;">3) Theories and concepts in media and communications</p>

	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	<p>Bang, Tor. 2006. <i>Makt og spinn i mediene</i>. Oslo: Abstrakt forlag.. ISBN 978-82-7935-222-8. (320 p.) Price: NOK 379,-</p> <p>Gripsrud, Jostein. 2007. <i>Mediekultur, mediesamfunn</i>. 3.utg. Oslo: Universitetsforlaget. ISBN 9788-21-5012-10-0 (350 p.) Price: NOK 379,-/</p> <p>Olaussen, Kjetil (red). 2010. <i>Kompendium : kommunikasjon, massekultur og media</i>. Oslo: Markedshøyskolen Campus Kristiania. (ca 250 p) Price: ca NOK 250,-</p> <p><i>Kompendium : kommunikasjon, massekultur og medier inneholder:</i></p> <p>Barker, Martin, og Kate Brooks. 1998. The problem of knowing audiences" og "The six orientations to Judge Dredd. I <i>Knowing audiences : Judge Dredd, its friends, fans and foes</i>. Luton: University of Luton Press. (71 s)</p> <p>Gans, Herbert J. 1999. The critique of mass culture. I <i>Popular culture and high culture : an analysis and evaluation of taste</i>. New York: Basic Books. (50 s)</p> <p>Hannerz, Ulf. 1992. The nature of culture today. I <i>Cultural complexity : studies in the social organization of meaning</i>. New York: Columbia University Press. (37 s)</p> <p>Hesmondhalgh, David. 2002. Approaches to Culture. I <i>The cultural industries</i>. London: Sage. (18 s)</p> <p>Livingstone, Sonia M. 2002. "Childhood, youth and the changing</p>

	<p>media environment” og “The diffusion and appropriation of new media”. I <i>Young people and new media : childhood and the changing media environment</i>. London: Sage.</p> <p>Marshall, P. David. 1997. Part 1. I <i>Celebrity and power : fame in contemporary culture</i>. Minneapolis: University of Minnesota Press. (47 s)</p> <p>Morley, David. 1992. Class, ideology and interpretation. I <i>Television, audiences, and cultural studies</i>. London: Routledge. (55 s)</p>
12. Recommended reading	<p>Curran, James. 2002. <i>Media and Power: Communication and Society</i>. London: Routledge. X, ISBN: 0-415-07740-0. (320 p) Price: NOK 209,-</p> <p>Frønes, Ivar. 2001. <i>Handling, kultur og mening</i>. (Oslo) Bergen : Fagbokforlaget. ISBN: 82-7674-581-4 (194 p) Price: NOK 315,-</p> <p>Johansen, Anders. 2002. <i>Talerens troverdighet : tekniske og kulturelle betingelser for politisk retorikk..</i> Oslo. Universitetsforlaget. ISBN: 82-15-00141-6.(282 p) Price: NOK 319,-</p> <p>Mattelart, Armand og Michele Mattelart. 1998. <i>Theories of communication: a short introduction</i>. London : Sage.. ISBN: 97-8076-1956-47-1 (192 p) Price: 231,-</p> <p>For dem som vil gå i dybden: Curran, James and Michael Gurevitch (red) 4th ed, <i>Mass media and society</i>. London : Hodder Arnold. ISBN: 978-0-340-88499-7</p>