

The assignment

- Length: Maximum 7000 words including references. Appendices (if any) in addition.
- Each group needs to select literature for their group assignment, no less than 250 pages. Relevant text from the syllabus should be used when relevant.

Instructions for group assignment

1. Choose a case of change in the media sector
2. Choose one or more approaches to study this case of change
 - a. Technological change
 - b. Media management
 - c. Changes in audience/user patterns, and/or social/societal implications
3. Identify relevant literature to study this case of change

The report should contain a statement of the problem, the method(s) used, analyses and discussion with respect to the theory and data collected.

Supervision

Progress with group assignment has been discussed in the seminars of the course. Each group has also received supervision from course teachers (at the beginning and towards the end of the group assignment period).

Examiner guidelines:

Demonstrates knowledge of the assigned readings and understanding of basic concepts.
Has found good and relevant literature.

Demonstrates independent thinking: is able to use concepts in other concepts and/or compare and contrast the views of different writers with a clear voice of their own.

Demonstrates ability of one or more of the following:

- Research and analyse different types of media innovations using relevant theories and methods
- Analyse cases of change in the media sector using relevant theories of innovation and explicitly show what can be learned from them.
- Analyse media companies and suggest a strategy for innovation

Able to discuss results using earlier research and required readings.

Lack of responses (to empirical studies) should not be to the disadvantage of the students.

Academic writing skills:

Good structure, clear writing, correct use of citations and bibliography.