



LUND
UNIVERSITY

Faculties of Humanities and Theology

BBHB21, Book History: Print Cultures and Social Change, 7.5 credits

Bokhistoria: Tryckkultur och samhällsförändring, 7,5 högskolepoäng
First Cycle / Grundnivå

Details of approval

The syllabus was approved by the programmes director by delegation from the prodean for first- and second-cycle studies on 2007-10-23 to be valid from 2007-10-23, spring semester 2008.

General Information

The course is offered as a single course. It can normally be included as part of a general degree at the undergraduate or graduate levels. With the approval of the relevant authenticating body, it can also be included in certain professional degrees.

Language of instruction: Swedish

Main field of studies

Cultural Sciences

Depth of study relative to the degree requirements

G1F, First cycle, has less than 60 credits in first-cycle course/s as entry requirements

Learning outcomes

On completion of the course the student shall

Knowledge and understanding

- be able to give an account of the key features found in the history of the structure of graphic communication primarily in Western culture
- be able to discuss the key features of the development of graphic design in the history of print and its relation to social change
- be able to describe the approaches and theories of book history, at a basic level.

Competence and skills

- be able to apply basic perspectives of book sociology to relevant issues
- be able to give an account of, critically interpret, discuss and argue relevant issues within the area of the history of print, both orally and in writing.

Judgement and approach

- be able to make simple assessments of various graphic products with regard to the structure of communication and graphic form.

Course content

The course consists of two parts: the structure of graphic communication in society and the effects of graphic form. The course also provides the students with an introduction to perspectives of book sociology. It deals with the interaction of print culture and graphic products with technology, finance and ideology at certain points in history. The study of the structure of graphic communication discusses the shifts between oral, manuscript and print cultures, the shift from handcrafts to industrial production and the digitalisation of the book market. The course also examines the effects of graphic form and the development and importance of graphic design from the 15th century to the present, with regard to both books and the field of advertising.

Course design

Teaching consists of lectures, seminars, exercises and laboratory sessions. Obligatory, assessed seminars and exercises are included.

Assessment

The following examination forms may occur: written tests at the end of the course, continuous assessment in the form of home assignments, exercises and seminars.

Subcourses that are part of this course can be found in an appendix at the end of this document.

Grades

Marking scale: Fail, Pass, Pass with distinction.

Entry requirements

To be eligible for the course requires the successful completion of 30 higher education credits, or the equivalent.

Further information

1. The credits allocated for course content that in whole or in part is commensurate with another course can only be credited once for a degree. For further details see the current registration information and other relevant documentation.

2. This course is also offered as a sub-course in BBHA21.

Subcourses in BBHB21, Book History: Print Cultures and Social Change

Applies from H07

0701 Print Cultures and Social Change, 7,5 hp
Grading scale: Fail, Pass, Pass with distinction