



Contemporary Uses of Narrative

Internet based course at master level, 7,5 ECTS

Fall semester 2011: 1 September through 3 November

Course language: English

Course code HG-NE350

Course fee for students outside EU/ESS: 10 000 SEK

In our contemporary world, narrative seems to have become something of a key symbol for interpreting phenomena from various fields of society.

Producing companies no longer sell products; after having for some time merchandized brands, today they trade stories about their brands. Political parties nowadays feed their potential electors with narratives instead of with ideologies. Business leaders use various form of storytelling as techniques of leadership. Mass media have obviously left their traditional role of neutral reporting in favor of describing reality in terms of dramatic and emotionally engaging stories.

The process of meaning creation involves severe reductionist elements. Intricate social, political or cultural situations are reduced to simple dichotomies, complex personalities are rendered in the form of stereotyped role characters, and slow, composite, undramatic processes are simply disregarded.

To be able to understand the mechanisms of this development, one has to be familiar with the basic structural elements of narrative making it an efficient cultural form for creating meaning in individual and collective experiences.

Drawing its examples from the fields of politics, business management, marketing, and tourism, the course invites the student to reflect over the possible cultural, social and political consequences of the changing uses of narrative in contemporary society.

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Welcome to submit your application at <http://www.hgo.se/utbud/hgo/HET802>