

COURSE INFORMATION SHEET

University: Catholic University in Ružomberok	
Faculty: Faculty of Arts and Letters	
Course code: KZ/Zj-B019B/22	Course title: Media in the 20-th century
Type and range of planned learning activities and teaching methods: Form of instruction: Lecture / Seminar Recommended study range: hours weekly: 1 / 2 hours per semester: 13 / 26 Teaching method: on-site	
Credits: 4	Working load: 100 hours
Recommended semester/trimester: 3.	
Level of study: I.	
Prerequisites:	
Requirements for passing the course: a) Successful fulfillment of a written test accounts for 40 % of overall assessment b) Active participation on seminars accounts for 30 % of overall assessment c) Final essay accounts for 30 % of overall assessment	
Learning outcomes of the course: Knowledge: the student has mastered vocabulary in English from the analyzed media texts The student has knowledge of selected aspects of media development in the 20th century Verification method - a written test in which the student achieves min. 60% of the full number of points Skills: to participate in a discussion on selected topics related to media development to use basic English journalistic terminology in communication situations Verification method - verbal evaluation on a 5-point scale: excellent, above average, average, acceptable, meeting minimum criteria Competencies: to understand the text, abstract the main meanings, identify relevant information the student is able to work effectively as an individual Verification method - active participation in the seminar, elaboration of assignments, elaboration of a final presentation on an individually chosen topic related to media development - verbal evaluation from a 5-point scale: excellent, above average, average, acceptable, meeting minimum criteria. In the case of seminar work, stylization, use of resources, grammatical purity, composition will be evaluated.	
Course contents: Globalization - outline of globalization tendencies in the past, globalization vs. localization, American hegemony ?, homogenization process, global village today and vision of global village in the future 2. New technologies and media - how new media change the structure and practices of the media: broadcasting, content ;, new media and democracy 3. New media and a new world - Web 2.0 and UGC, social media, participation and collaboration,	

4. Media economics - commercial vs. public media, advertising, advertisers' interests, regulation and deregulation from an economic point of view in various types of media
5. Models of media institutions - integration model of broadcasting, "duopoly" model, model of private monopoly, regulation and deregulation from the point of view of broadcasting
6. The future of television - ownership, payment for services, HBO case study
7. Transformation of media and journalism in Central and Eastern Europe after 1989 - economic, political and cultural factors,
8. Main tendencies in the development of Slovak media after 1989 - privatization, liberalization, political influence in the media, commercialization, concentration
9. Active audience - theory of "uses and gratification", interaction of audience and media, audience research from the point of view of cultural studies
10. Media presentation of young people - media presentation of young people after World War II, dual stereotyping of youth, presentation of youth in the second half of the 20th century
11. Media penetration into family life - media diffusion, so-called bedroom culture, cultural and social predictors, varieties of domestic media environment
12. Media as an infrastructure of the family environment - television - computer - mobile -, social networks, challenges arising from the presence of media in the household

Recommended or required literature:

BRIGGS, Adam, COBLEY, Paul: The Media: An Introduction, Longman. 2002. 500 s. ISBN- 9780582423466.

BRANSTON, Gill., STAFFORD, Roy: The Media Students Book. London: Routledge, 2010. 488 s. ISBN- 978-0415558426.

LIVINGSTONE, Sonia: Young people and new media. London: Sage 2002. 278 s.

ISBN-9780761964674. JIRÁK, Jan – KÖPPLOVÁ, Barbara – KASL KOLLMANOVÁ, Denisa (eds.): Media Twenty Years After. Praha: Portál, 2009. 383 s. ISBN 978-80-7367-446-5.

BAKER, C. Edwin: Media and Concentration and Democracy. Why Ownership Matters. Cambridge: Cambridge University Press, 2007. 272 s. ISBN- 978-0521687881.

Language of instruction:

Notes:

Course evaluation:

Assessed students in total: 9

A	B	C	D	E	FX
22.22	55.56	0.0	11.11	0.0	11.11

Name of lecturer(s): doc. Mgr. Pavel Izrael, PhD., doc. Victor Khroul, Ph.D.

Last modification: 09.11.2022

Supervisor(s):

Guarantor:

Administrátor Systému

Person responsible for the delivery, development and quality of the study programme:

prof. Mgr. Terézia Rončáková, PhD.