

COURSE INFORMATION SHEET

University: Catholic University in Ružomberok	
Faculty: Faculty of Arts and Letters	
Course code: KZ/01Z9042Y/15	Course title: Media in the 20th Century
Type and range of planned learning activities and teaching methods: Form of instruction: Seminar Recommended study range: hours weekly: 1 hours per semester: 13 Teaching method: on-site (distance method according to the document Príkaz rektora P-8/2020 since 15. 10. 2020)	
Credits: 2	
Recommended semester/trimester: 4.	
Level of study: I.	
Prerequisites:	
Requirements for passing the course: Seminar attendance, active participation, test, final project presentation or other written assignment	
Learning outcomes of the course: Knowledge of media development in the 20. century from the perspective of selected thematic areas with an emphasis on foreign media.	
Course contents: 1. 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 structure and media practices: 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 infrastructure of the family environment - television - computer - mobile -?, Social networks, challenges arising from the presence of media in the household,	

Recommended or required literature:					
Language of instruction: English language					
Notes:					
Course evaluation: Assessed students in total: 36					
A	B	C	D	E	FX
27.78	11.11	16.67	16.67	5.56	22.22
Name of lecturer(s): Mgr. Pavel Izrael, PhD.					
Last modification: 05.01.2021					
Supervisor(s): Administrátor Systému					