



|   |   |
|---|---|
| <b>TITLE OF THE COURSE:</b>   | <b>Media Studies</b>  |
| <b>Course code:</b>   | VKS0101   |
| <b>Course group:</b>  | A   |
| <b>Faculty:</b>   | Faculty of Political science and Diplomacy  |
| <b>Study program:</b>   | Public Communications   |
| <b>Level:</b>   | Bachelor's  |
| <b>Semester:</b>  | Autumn  |
| <b>ECTS credits:</b>  | 4   |
| <b>Language of instruction</b>  | English   |
| <b>Course lecturer/s:</b>   | Jaq Greenspon   |
| <b>Short course description:</b>  | This course will offer an introduction to the theories and practices of media studies.  |
| <b>Course content:</b>  | <ol style="list-style-type: none"><li>1. Approaching media texts (1)</li><li>2. Narratives</li><li>3. Genres and other classifications</li><li>4. Representations</li><li>5. Globalisation</li><li>6. Ideologies and discourses</li><li>7. Media as business</li><li>8. New Media" in a new world</li><li>9. Regulation now</li><li>10. The future of television</li><li>11. Debating advertising, branding and celebrity</li><li>12. News and its Futures</li><li>13. Documentary and 'reality' debates</li><li>14. From 'audience' to 'users'</li></ol> |
| <b>Grading and evaluating student work in class and/or at the final exam:</b> | Mid-term Test = 20%, Writing Assignments/Homework = 30%, Final Exam = 50%   |
| <b>Required reading and additional study material</b>                         | Branston & Stafford – The Media Student's Book<br><br>Additionally, throughout the course, there will be other required texts. You will be informed of them well in advance and, whenever possible, provided with an Internet link or downloadable file. You will be expected to have read the material and be ready to discuss it in class.  |
| <b>Additional information (if applicable)</b>                                 | -   |