

Information sheet for the course
Mass-media Policy

University: <i>Alexander Dubček University of Trenčín</i>	
Faculty: <i>Department of Political Science</i>	
Course unit code: <i>PLTP12</i>	Course unit title: <i>Mass-media Policy</i>
Type of course unit: <i>compulsory</i>	
Planned types, learning activities and teaching methods:	
<i>Lecture: 2 hours weekly/26 hours per semester of study; face to face</i>	
<i>Seminar: 2 hours weekly/26 hours per semester of study; face to face</i>	
Number of credits: <i>5</i>	
Recommended semester: <i>the 3rd semester in the 2nd year (full-time)</i> <i>the 3rd semester in the 2nd year (part-time)</i>	
Degree of study: <i>II. (Master's)</i>	
Course prerequisites: <i>PLTP11 – Political Communication</i>	
Assessment methods:	
<i>During a semester, the oral analysis, attendance in seminars and oral examination will be assessed. A student can acquire 20 points for the oral analysis, 20 points for attendance and 40 points for the oral examination. There is necessary to acquire at least 75 points for getting assessment "A", at least 70 points for "B", at least 65 points for "C", at least 60 points for "D" and at least 55 points for getting assessment "E". Credits will not be granted to a student which obtains less than 5 points for assessment of a seminar paper and less than 10 points for attendance.</i>	
Learning outcomes of the course unit:	
<i>Students comprehended the mass-media strategy they can practically make use of it in the future. University students of the Political Science Department become familiar with a process of a media information production from the initial political event, or a politician's statement. The course brought them closer manipulation of political issues through selection processes and various factors of politics modification including a law, ethical and normative frame being laid on media behavior.</i>	
Course contents:	
<ol style="list-style-type: none"> <i>1. Introduction to the mass-media issue</i> <i>2. Mass media as a creators of public opinion, freedom of printing and independence of mass media</i> <i>3. Law framework of mass media</i> <i>4. Ethics framework of mass media</i> <i>5. Raising issues in mass media</i> <i>6. Objectivity, balancing, impartiality; intelligence values</i> <i>7. Media partiality, media mystification, ideology, mythological level of news</i> <i>8. Other factors functioning in processing information</i> <i>9. Media persuasion</i> <i>10. Handling pressure and brutal manipulation</i> <i>11. Research of media manipulation in the Slovak Republic</i> <i>12. Discussion on manipulation in Slovak mass-media</i> <i>13. Evaluation of the course</i> 	
Recommended of required reading:	

- *BITTNER, J. R. 1979. Mass communication an introduction. New Jersey : Prentice-all, Inc., 1979. 5th Edition. ISBN 0-13-559071-X.*
- *CONBOY, Martin, I. 2008. Newspaper, History of. In: Donsbach, W. et. al. The International Encyclopedia of Communication. Malden, MA Oxford, Carlton : Blackwell Publishing, zväzok VII, 2008, ISBN 978-1-4051-3199-5.*
- *DURHAM, Meenakshi Gigi – KELLNER, Douglas, M. 2005. Media and culturalstudies : Blackwell Publishing. 2006. ISBN -13: 978-1-4051-3258-9.*
- *DAYAN, D. – KATZ, E. 1994. Media events. The live broadcasting of history. London: First Harvard University Press, 1994. ISBN 0-674-55955-X.*
- *GHANEM, Salma, I. 2008. Newspaper. In: Donsbach, W. et. al. The International Encyclopedia of Communication. Malden, MA Oxford, Carlton : Blackwell Publishing, zväzok VII, 2008, ISBN 978-1-4051-3199-5.*
- *GLYNN, Carroll, J. - HUGE, Michael, E. 2008. Public opinion. In: Donsbach, W. The International Encyclopedia of Communication. Malden, MA Oxford, Carlton : Blackwell Publishing, 2008, zväzok IX, ISBN 978-1-4051-3199-5.*
- *CHANDLER, Daniel - MUNDAY, Rod. 2011. Dictionary of Media and Communication. New York: Oxford University Press, 2011, ISBN 978-0-19-956875-8.*
- *LICHTENBERG, J. 1993. Democracy and the mass media. Cambridge : Cambridge University Press, 1993. ISBN 0-521-38817-1.*
- *SPROULE, J. M. 1997. Propaganda and democracy : The American Experience of Media and Mass Persuasion. New York: The press syndicate ot the University of Cambridge, 1997. ISBN 0-521 47022-6.*
- *TAYLOR, K. 2004. Brainwashing : The Science of Thought control. New York Oxford University Press, 2004. ISBN 0192804960. Český: Přel. BODNÁROVÁ K.2006. Brainwashing. Manipulace s myšlením. Praha Nakladatelství Lidové noviny.*
- *PERSE, Elizabeth, M. 2001. Media effects and society. New Jersey : Lawrence Erlbaum Associates, publishers Mahway, 2001. ISBN 0-8058-2505-3.*
- *WATSON, J., HILL A. 1984. A Dictionary of Communication and Media Studies. London : Edward Arnold (publishers), 1984. ISBN 0-7131-6410-7.*
- *WEINER, Richard. 1996. Webster´s New World Dictionary of Media and Communication. New York : A Simon & Schuster Macmillan Company, 1996, ISBN 0-02-860611-6.*

Language: *English, Slovak*

Remarks: *The course is compulsory for all students.*

Evaluation history:

A	B	C	D	E	FX
61,11	11,11	11,11	11,11	2,78	2,78

Lecturers: *Prof. Dr. Štefan Volner, PhD., PhDr. Marcel Lincényi, PhD.*

Last modification: *June 30, 2014*

Supervisor: *Prof. PhDr. Samuel Čelovský, DrSc. – guarantor of the study program “Political Science”*