

## Information sheet for the course Mass Media and Politics

<b>University:</b> <i>Alexander Dubček University of Trenčín</i>	
<b>Faculty:</b> <i>Department of Political Science</i>	
<b>Course unit code:</b> <i>PLTPV23</i>	<b>Course unit title:</b> <i>Mass Media and Politics</i>
<b>Type of course unit:</b> <i>compulsorily optional</i>	
<b>Planned types, learning activities and teaching methods:</b> <i>Seminar: 2 hours weekly/26 hours per semester of study; face to face</i>	
<b>Number of credits:</b> <i>3</i>	
<b>Recommended semester:</b> <i>the 6<sup>th</sup> semester in the 3<sup>rd</sup> year (full-time)</i> <i>the 6<sup>th</sup> semester in the 3<sup>rd</sup> year (part-time)</i>	
<b>Degree of study:</b> <i>I. (Bachelor's)</i>	
<b>Course prerequisites:</b> <i>none</i>	
<b>Assessment methods:</b> <i>During semester is evaluated written seminar paper, oral analysis and participation. Student can get 30 points for seminar paper, 30 points for oral analysis and 20 points for participation. A – 75 -80; B – 70- 74; C – 65 – 69; D – 55 – 64; E – 45 – 54. To get credits, student has to receive at least 10 points from the written work.</i>	
<b>Learning outcomes of the course unit:</b> <i>Students <b>understand</b> mass media strategy that can be used in the future in practice. Department of Political Science listeners <b>are familiar</b> with the process of production of media data from the initial political events and policy statements respectively. Subject <b>manipulates</b> them closer to political outcomes through processes of selection and modification of various factors, including legal policy, ethical and regulatory framework, which is aimed at the behavior of the media.</i>	
<b>Course contents:</b> <i>1. Introduction to Mass Media Policy. 2. Mass media as opinion leaders, freedom of press and media independence. 3. The legal framework of media. 4. Ethical Framework of media. 5. Peacemaking themes in mass media. 6. Objectivity, impartiality and balance, newsworthy. 7. Media bias, Media Hoaxes, Ideology, mythological plane messages. 8. Other factors that the processing of information. 9. Media persuasion. 10. Manipulative coercion and violent manipulation. 11. R media manipulation in Slovakia. 12. Talk to manipulate the media in Slovak. 13. Course Evaluation.</i>	
<b>Recommended of required reading:</b> <i>BITTNER, J. R.: Mass communication an introduction. New Jersey : Prentice-Hall, Inc., 1979. 5th Edition. 1979. DAYAN, D. – KATZ, E.: Media events. The live broadcasting of history. London: First Harvard University Press, 1994. DONSBACH, WOLFGANG: The international encyclopedia of communication, volume IV. Oxford : Blackwell Publishing Ltd. 2008. DURHAM, M. G., KELLNER, D., M: Media and cultural studies : Blackwell Publishing. 2006. PERSE, Elizabeth, M: Media effects and society. New Jersey : Lawrence Erlbaum Associates,</i>	

*publishers Mahway, 2001.*

*SPROULE, J. M.: Propaganda and democracy : The American Experience of Media and Mass Persuasion. New York : The press syndicate of the University of Cambridge, 1997.*

*TAYLOR, K.: Brainwashing : The Science of Thought control. New York Oxford University Press, 2004. ISBN 0192804960. Česky: Přel. BODNÁROVÁ K. 2006. Brainwashing. Manipulace s myšlením. Praha Nakladatelství Lidové noviny.*

**Language:** *English*

**Remarks:** *The course is provided only in the case it is chosen by at least 16 students.*

**Evaluation history:**

*It is a new subject in the study program.*

A	B	C	D	E	FX
0	0	0	0	0	0

**Lecturers:** *PhDr. Marcel Lincényi, PhD.*

**Last modification:** *June 30, 2014*

**Supervisor:** *doc. PhDr. PaedDr. Karol Janas, PhD. – guarantor of the study program “Political Science”*