



TITLE OF THE COURSE:	Media Studies
Course code:	VKS0101
Course group:	A
Faculty:	Faculty of Political science and Diplomacy
Study program:	Public Communications
Level:	Bachelor's
Semester:	Autumn
ECTS credits:	4
Language of instruction	English
Course lecturer/s:	Jaq Greenspon
Short course description:	This course will offer an introduction to the theories and practices of media studies.
Course content:	<ol style="list-style-type: none">1. Approaching media texts (1)2. Narratives3. Genres and other classifications4. Representations5. Globalisation6. Ideologies and discourses7. Media as business8. New Media" in a new world9. Regulation now10. The future of television11. Debating advertising, branding and celebrity12. News and its Futures13. Documentary and 'reality' debates14. From 'audience' to 'users'
Grading and evaluating student work in class and/or at the final exam:	Mid-term Test = 20%, Writing Assignments/Homework = 30%, Final Exam = 50%
Required reading and additional study material	Branston & Stafford – The Media Student's Book 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.
Additional information (if applicable)	-