

## General Information

Course name	History of Slovak and World Journalism I	ECTS Credits	4
		Semester	Winter (BC, MA)

## Aims

Orientation in the history of world journalism and Slovak journalism – from their beginnings to the present – and in the media and media personalities of Slovak and world journalism.

## Contents

From Gutenberg to the advent of the Internet: important milestones, important personalities, the most important media.

### *Syllabus:*

The invention of letterpress printing, the first newspapers in the world, the first newspapers in Slovakia, journalism at the turn of the 19th and 20th centuries, the beginning of the film era, the origins and development of radio broadcasting and television broadcasting, propaganda and censorship, yellow journalism.

## Evaluation

Active participation in seminar discussions (30%), a PowerPoint presentation focused on the history of the national journalism in the student's country – from the very beginning to the end of the 20th century – presented on the lesson (30%), and an oral exam (40%).

## Bibliography

BLANCHARD, M.: History of the Mass Media in the United States: An Encyclopedia (1998)  
BRIGGS, P. – BURKE, P.: A Social History of the Media: From Gutenberg to the Internet (2009)  
DANESI, M.: Dictionary of Media and Communications (2014)  
DANESI, M.: Encyclopedic Dictionary of Semiotics, Media, and Communications (2000)  
and other publications.

