

<b>General Information</b>			
<b>Course name</b>	<b>Analysis of the Mass Media Discourse</b>	<b>ECTS Credits</b>	<b>3</b>
		<b>Semester</b>	<b>winter</b>
<b>Aims</b>			
<p>Aims and objectives: Introduction to the subject of mass media communication, its importance, functions, and discourses. Theories and research into mass media discourse. Discourse of mass media communication, print and television news journalism in Britain and Slovakia. Analysis of media texts with the focus on the discourses of print media and television.</p>			
<b>Contents</b>			
<p>Week 1: Introduction to the course. Course organisation.  Week 2: Reading: Discourse of mass media communication, functions and characteristics of mediated communication.  Week 3: Selling myths. Analysis of print media discourse - newspapers, magazines, etc.  Week 4: Selling stories. Analysis of print journalism.  Week 5: Selling products. Print advertising.  Week 6: Selling dreams and stereotypes. Product labels. Tourist brochures and picture postcards.  Week 7: Presentations.  Week 8: Tutorials.  Week 9: Visiting lecturer's session.  Week 10: Visiting lecturer's session.  Week 11: Visiting lecturer's session.  Week 12: Visiting lecturer's session.  Week 13-14: Tutorials.</p>			
<b>Evaluation</b>			
<p>Continuous assessment: Preparation, active participation 40 %. Every student MUST have their own copies of the materials, their own written preparation and be prepared to discuss them. Otherwise they will be considered absent. Each student is expected to read articles provided by the lecturer and contribute actively to seminar discussion and analysis by presenting information, ideas and comments. Presentation 60 %: Comparative analysis of two texts. Each student will present a comparative analysis of two samples of texts - articles, ads, etc. Selection of the samples has to be approved by the lecturer. Final mark 100% (Preparation, active participation 40 %, Presentation of comparative analysis 60 %) Minimum pass mark is 65 %. A 100-93% B 92-86% C 85-78% D 77-72% E 71-65% FX 64 and less.</p>			
<b>Bibliography</b>			
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