

## General Information

<b>Course name</b>	British Media	<b>ECTS Credits</b>	<b>3</b>
		<b>Semester</b>	<b>summer</b>

## Aims

General introduction to subject of mass media in Britain, the most important aspects of functioning of mass media in British society, analysis of various media and their products, their importance, functions, discourses and aspects, how these operate within contemporary British and Slovak societies.

## Contents

Week 1: Introduction to the course. Course organisation.  
 Week 2: Media and society. Status, functions, influences and changes.  
 Week 3: British media.  
 Week 4: News journalism in Britain - print and broadcast news.  
 Week 5: Advertising in Britain - in print and broadcast media.  
 Week 6: British sitcom.  
 Week 7: British soap opera. British reality show.  
 Week 8: Tutorials.  
 Week 9: Reading week. Project presentation preparation.  
 Week 10: Presentations.  
 Week 11: Presentations.  
 Week 12: Presentation.  
 Weeks 13: Tutorials.  
 Weeks 14: Tutorials

## Evaluation

Continuous assessment: 100 %

1, The course work (activity and reports) represents 50 % of your continuous assessment.  
 Activity: Each of you is expected to read and analyse the class materials before the lesson, to bring and use them in our seminars, to contribute actively to seminar discussions by presenting information, ideas and comments.  
 Report: Each student must give a short report on the material assigned by the teacher. You will be given the information about sources and specific tasks in advance. You should mainly focus on essential approaches and theories, explaining them to your peers. These presentations should not be essays which you read out, but should present new or important information in a manner which your peers will be able to absorb.

2, Individual /pair project represents 50 % of your continuous assessment. You will be assigned a specific task (e.g. analysis of media product, case analysis, etc.) on which you will work on your own /in pairs. You will present your project outcomes to the rest of the class.

Final assessment: 100% continuous assessment.

**FINAL EVALUATION**

Mark points %	Grade
93-100	A
85-92	B
78-84	C
71-77	D
64-70	F
64 and less	X

## Bibliography

Recommended texts:

- ALLAN, Robert C. (editor). 1995. *To Be Continued... : Soap Operas around the World*. 1st ed. London; New York : Routledge, 1995. 398 p. ISBN 0-415-11007-6.
- CARTER, Cynthia – BRANSTON, Gill – ALLEN, Stuart (editors). 1998. *News, Gender and Power*. 1st ed. London; New York : Routledge, 1998. 298 p. ISBN 0-415-17016-8.
- COOK, Guy. 1992. *The Discourse of Advertising*. 1st ed. London; New York : Routledge, 1992. 250 p. ISBN 0-415-04171-6.
- DINES, Gail – HUMEZ, Jean M. (editors). 1995. *Gender, Race and Class in Media : A Text-Reader*. 1st ed. Thousand Oaks; London; New Delhi : Sage, 1995. 648 p. ISBN 0-8039-5164-7.
- EDGINTON, Beth – MONTGOMERY, Martin. 1996. *The Media*. 1st ed. London : The British Council, 1996. 155 p. ISBN 0-86355-177-7.
- FISKE, John. 1987. *Television Culture*. 1st ed. London; New York : Routledge, 1987. 353 p. ISBN 0-416-92440-9.
- FULTON, Helen at al. 2005. *Narrative and Media*. 1st ed. Melbourne; New York : Cambridge University Press, 2005. 329 p. ISBN 0-521-61742-1.
- MIRZOEFF, Nicholas (editor). 1998b. *The Visual Culture Reader*. 1st ed. London; New York : Routledge, 1998. 530 p. ISBN 0-415-14134-6.
- TOMAŠČIKOVÁ, Slávka. 2005. *Television News Discourse : Textbook for Mass Media Communication Courses* [online]. Prešov : Prešovská univerzita v Prešove, 2005. 113 p. [cit. 2007-06-10]. Available at: <<http://www.pulib.sk/elpub/FF/Tomascikova1/index.htm>> ISBN 80-8068-393-X.
- BASSNETT, Susan (ed). 1997. *Studying British Cultures*. 1st ed. London : Routledge, 1997.
- SPITTLES, Brian. 1995. *Britain since 1960*. 1st ed. London : Macmillan, 1995.
- Briggs, A. and Burke, M. *A Social History of the Media*. Polity, London, 2002.
- McNair, B. *News and Journalism in the UK*. Routledge, London, 1996.
- Seymour-Ure, C. *The British Press and Broadcasting since 1945*. Blackwell, London, 1994.
- Negrine, R. *Politics and Mass Media in Britain*. Routledge, London, 1992.
- Lowell, T. *Television Situation Comedy*. 1999.

