

| <b>General Information</b>   |                                 |                     |               |
|--|---------------------------------|---------------------|---------------|
| <b>Course name</b>   | <b>Semiotics of Media Texts</b> | <b>ECTS Credits</b> | <b>5</b>      |
|  |                                 | <b>Semester</b>     | <b>summer</b> |
| <b>Aims</b>  |                                 |                     |               |
| Aims and objectives: 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 society.   |                                 |                     |               |
| <b>Contents</b>  |                                 |                     |               |
| <p>Week 1: Introduction to the course/Course organisation.</p> <p>Week 2: The Media (general information, status, functions, influences).</p> <p>Week 3: British media I. (Press)</p> <p>Week 4: British Media II. (Broadcast and Radio)</p> <p>Week 5: News journalism in Britain (Print and broadcast news).</p> <p>Week 6: Advertising in Britain (Print and broadcast media).</p> <p>Week 7: Tutorials. Week 8: British Sitcom.</p> <p>Week 9: British Soap Opera and British Reality Show.</p> <p>Week 10: Presentations.</p> <p>Week 11: Presentations.</p> <p>Week 12: Presentations.</p> <p>Week 13: Tutorials.</p> <p>Week 14: Tutorials.</p>   |                                 |                     |               |
| <b>Evaluation</b>  |                                 |                     |               |
| <b>Bibliography</b>  |                                 |                     |               |
| <p>Recommended texts:</p> <p>ALLAN, Robert C. (editor). 1995. <i>To Be Continued... : Soap Operas around the World</i>. 1st ed. London; New York : Routledge, 1995. 398 p. ISBN 0-415-11007-6.</p> <p>CARTER, Cynthia – BRANSTON, Gill – ALLEN, Stuart (editors). 1998. <i>News, Gender and Power</i>. 1st ed. London; New York : Routledge, 1998. 298 p. ISBN 0-415-17016-8.</p> <p>COOK, Guy. 1992. <i>The Discourse of Advertising</i>. 1st ed. London; New York : Routledge, 1992. 250 p. ISBN 0-415-04171-6.</p> <p>DINES, Gail – HUMEZ, Jean M. (editors). 1995. <i>Gender, Race and Class in Media : A Text-Reader</i>. 1st ed. Thousand Oaks; London; New Delhi : Sage, 1995. 648 p. ISBN 0-8039-5164-7.</p> <p>EDGINTON, Beth – MONTGOMERY, Martin. 1996. <i>The Media</i>. 1st ed. London : The British Council, 1996. 155 p. ISBN 0-86355-177-7.</p> <p>FISKE, John. 1987. <i>Television Culture</i>. 1st ed. London; New York : Routledge, 1987. 353 p. ISBN 0-416-92440-9.</p> <p>FULTON, Helen at al. 2005. <i>Narrative and Media</i>. 1st ed. Melbourne; New York : Cambridge University Press, 2005. 329 p. ISBN 0-521-61742-1.</p> <p>MIRZOEFF, Nicholas (editor). 1998b. <i>The Visual Culture Reader</i>. 1st ed. London; New York : Routledge, 1998. 530 p. ISBN 0-415-14134-6.</p> <p>TOMAŠČÍKOVÁ, Slávka. 2005. <i>Television News Discourse : Textbook for Mass Media Communication Courses</i> [online]. Prešov : Prešovská univerzita v Prešove, 2005. 113 p. [cit. 2007-06-10]. Available at: ISBN 80-8068-393-X.</p> |                                 |                     |               |

BASSNETT, Susan (ed). 1997. Studying British Cultures. 1st wd. 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.

