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| **General Information** | | | |
| **Course name** | **Interpretation of Media Texts** | **ECTS Credits** | **3** |
| **Semester** | **summer** |
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| **Aims** | | | |
| 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. | | | |
| **Contents** | | | |
| 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. | | | |
| **Evaluation** | | | |
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| **Bibliography** | | | |
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