**Course Syllabus**

* **General Information**

|  |  |
| --- | --- |
| Course name | Media studies – evalution of selected concepts abroad |
| Programme |  |
| Level of studies (BA, BSc, MA, MSc, long-cycle MA) | First degree studies |
| Form of studies (full-time, part-time) | Full-time |
| Discipline | Social Communication and Media |
| Language of instruction | English |

|  |  |
| --- | --- |
| Course coordinator/person responsible | Jan Kłos |

|  |  |  |  |
| --- | --- | --- | --- |
| Type of class *(use only the types mentioned below)* | Number of teaching hours | Semester | ECTS Points |
| lecture | 30 | III i V | 3 |
| tutorial |  |  |
| classes |  |  |
| laboratory classes |  |  |
| workshops |  |  |
| seminar |  |  |
| introductory seminar |  |  |
| foreign language classes |  |  |
| practical placement |  |  |
| field work |  |  |
| diploma laboratory |  |  |
| translation classes |  |  |
| study visit |  |  |

|  |  |
| --- | --- |
| Course pre-requisites | A good command of English |

* **Course Objectives**

|  |
| --- |
| O1 - students acquire knowledge about varioius models of communication, the importance of communication for social life |
| O2 – students learn basic skills in formulating messages, in interpreting the media phenomena |
| O3 – students understand the difference between the real world and the represented world |

* **Course learning outcomes with reference to programme learning outcomes**

|  |  |  |
| --- | --- | --- |
| Symbol | Description of course learning outcome | Reference to programme learning outcome |
| KNOWLEDGE | | |
| K\_W02 | the Graduate knows and understands basic research trends in the field of social communication and media studies, methods, techniques and tools of data collection and analysis | P6U\_W1 |
|  |  |  |
| SKILLS | | |
| K\_U02 | the Graduate can Use advanced information and communication techniques to solve specific practical problems | P6U\_U1 |
|  |  |  |
| SOCIAL COMPETENCIES | | |
| K\_K02 | the Graduate is ready to use the media as a source of information about social life and culture, and as a tool to influence social and cultural processes serving the common good and public interests | P6U\_K2 |
|  |  |  |

* **Course Content**

|  |
| --- |
| **1) What is Communication? Introductory Remarks**  **2) Shannon and Weaver's Model**  **3) Redundancy versu Entropy**  **4) Other Process Models**  **5) The Semiotic Model**  **6) Examples of Models**  **7) Film**  **8) The Structure of a Film (real vs intentional elements) - excemplification**  **9) Elaborated and Restricted Codes**  **10) Roland Barthes and the Concept of Myth**  **11) Metonymy - Jakobson**  **12) The Palo Alto School** |

* **Didactic methods used and forms of assessment of learning outcomes**

|  |  |  |  |
| --- | --- | --- | --- |
| Symbol | Didactic methods  *(choose from the list)* | Forms of assessment  *(choose from the list)* | Documentation type  *(choose from the list)* |
| KNOWLEDGE | | | |
| W\_02 | traditional lecture | exam | assessment sheet |
| SKILLS | | | |
| U\_02 | traditional lecture | exam | assessment sheet |
| SOCIAL COMPETENCIES | | | |
| K\_02 | traditional lecture | exam | assessment sheet |

e.g.: methods: Conversation lecture, traditional lecture, discussion, case study; forms: test, essay, presentation, writing assignment; doc: assessment sheet,

* **Grading criteria, weighting factors**

**100% exam**

* **Student workload**

|  |  |
| --- | --- |
| Form of activity | Number of hours |
| Number of contact hours (with the teacher) | 30 |
| Number of hours of individual student work | 30 |

* **Literature**

|  |
| --- |
| Basic literature |
| P. Paxson, Mass Communications and Media Studies. An Introduction, New York: Continuum, 2010.  J. Hartley, Communication, Cultural and Media Studies, London and New York: Routledge, 2002. |
| Additional literature |
| J. Street, Mass Media, Politics & Democracy, New York: Palgrave Macmillan, 2011. |