

Course title:	MEDIA ANALYSIS
Course code:	AAVC 369
Type of course:	Art Electives
Level of course:	Bachelor
Year of study:	
Semester when the course is delivered:	
Prerequisites:	AAVC 230
Number of ECTS:	6
Hours:	3
Name of lecturer(s):	
Learning outcomes of the course:	<p>Upon the completion of the course students will be able:</p> <ol style="list-style-type: none"> 1. to enrich their accumulated theoretical knowledge in the field of media studies; 2. to demonstrate an understanding on key features of television genres; 3. to frame media products in their context and identify patterns and logics of media operation; 4. to develop critical awareness on national, historical and industrial contexts of specific media genres.
Course Content:	<p>The media in society, economy and politics Economic interests and media: ownership patterns. Advertising and marketing. The journalist-politician connection. The role of the media in society.</p> <p>News construction, panels and documentaries Newsworthiness, chief editors and types of censorship. Priorities, hierarchies and directions. War reporting and propaganda – taking sides in international and domestic conflicts. CNN, BBC and Euronews.</p> <p>Human interest stories and the dramatic effect Sports programmes, reality shows and soap operas.</p> <p>Non-western and non-mainstream media Al Jazeera, Rianovosti (Russia) and Xinhuanet (China). The internet and alternative media.</p>
Essential reading:	-Fiske, J and Hartley, J. (2002) <i>Reading television</i> , London: Taylor and Francis
Recommended reading	- Bourdieu, P. (1999) <i>On television</i> , New York: New Press - Fiske, J. (2010) <i>Introduction to communication studies</i> , London: Routledge - Sakr, N. (2004) <i>Women and the media in the Middle East</i> , London: I.B. Tauris
Planned learning activities and teaching methods:	Lectures, demonstrations and screenings present the main concepts and induce students to discuss aspects of media production. Lectures address some basic theories on media operation while demonstrations and screenings offer examples and case studies for analysing and interpreting specific aspects, genres and issues. This process is supported by individual student study and research. They also present their project work in class and discussion follows in which they receive feedback.
Assessment techniques and Assessments criteria:	<ul style="list-style-type: none"> • Mid-Term / Quiz 30% • Individual Project 20% • Final exam 50% <p>The project assessment will be based on student's accumulated theoretical knowledge in the field of media studies and ability to frame media products and genres and demonstrate critical awareness of national, historical and industrial contexts, patterns</p>

	<p>and logics of media operation.</p> <p>Specific requirements for the project and the assessment criteria are written down on the project brief that is handed out to students.</p> <p>For mid-term, students are examined on the topics covered up to the date of the test. The final exam is based on the whole course syllabus covered in the semester.</p> <p>Assessment Criteria for the project are: Conceptual understanding and analytical skills - 40% Structuring and developing argumentation - 30% Presentation and Communication - 30%</p>
Language of instruction:	English
Work placement(s):	None