

Study Programme: Journalism		
Course Unit Title: Communication Studies 2		
Course Unit Code: 15ZUZU017		
Name of Lecturer(s): Associate Professor Jelena Kleut, PhD		
Type and Level of Studies: BA		
Course Status (compulsory/elective): compulsory		
Semester (winter/summer): S		
Language of instruction: English		
Mode of course unit delivery (face-to-face/distance learning): face-to-face		
Number of ECTS Allocated: 6		
Prerequisites: None		
Course Aims: The acquisition of theoretical knowledge required for professional-applicative courses on communication. Gaining knowledge about different types of communication practice, the media, their expressive possibilities and social role.		
Learning Outcomes: Understanding communication as a primary human interaction which is the basis of any social community and which is influencing the direction and pace of social development; Mastery over conceptual and categorical apparatus that applies to all forms of communication practices, particularly to mass communication; The ability to recognize specific features and expressive possibilities of mass communication media; Understanding their importance in terms of immediate effects and relatively enduring social consequences.		
Syllabus: 1. Communication and Society: socio-centric and media-centric approaches. 2. Subjects of communication, communication situations and communication act. 3. Forms of communication practice: intrapersonal, interpersonal, communication in larger social groups and mass communication. 4. The media of mass communication: the press, film, radio, television. 5. Mass media and freedom of information, censorship, manipulation, propaganda, mass culture. 6. Computer networks and virtual communication; Information Society.		
Required Reading: McQuail, D., Mass Communication Theory, London: SAGE, 1994 (selected chapters) Keane, J., Media and Democracy, Polity Press, 1991 Briggs, A., Cobley, P. (eds.), The Media: An Introduction, Harlow: Longman, 1998		
Weekly Contact Hours:	Lectures: 2	Practical work: 2
Teaching Methods: Lectures Practice classes: Discussion of previously analyzed phenomenon of communication, group research projects on media content, structured discussion on the results of research projects.		
Knowledge Assessment (maximum of 100 points):		

Pre-exam obligations	points	Final exam	points
Active class participation	5	written exam	
Practical work	10	oral exam	35
Preliminary exam(s)	50	
Seminar(s)			

The methods of knowledge assessment may differ; the table presents only some of the options: written exam, oral exam, project presentation, seminars, etc.