



Detailed Course Syllabus

Academic year: 2023/2024	Semester: Summer semester
Study programme: Komunikologija (R) (elective)	Year of study: 2

I. BASIC COURSE INFORMATION

Name: Mass Audiovisual Media and Society in the Digital Age

Abbreviation: IZBP235

Status: Compulsory	ECTS: 3	Code: 251993
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Prerequisites: No

Total Course Workload

Teaching Mode	Total Hours
Lecture	15
Auditory exercise	15

Class Time and Place: HKS - according to the published schedule

II. TEACHING STAFF

Course Holder

Name and Surname: Vidačković Zlatko

Academic Degree:	Professional Title: naslovni docent
Contact E-mail: zlatko.vidackovic@unicath.hr	Telephone:

Office Hours: According to the published schedule

Course Assistant

III. DETAILED COURSE INFORMATION

Teaching Language: English

Course Description

The course introduces the student to the social importance and impact of mass audiovisual media in the digital age, especially film and television series, and its correlation to social media, online video platforms and video webcasts. Special attention is paid to the analysis of the use of fiction and documentary film, TV series and videos as state propaganda and as a representation of the nation's history, as well as the shaping of cultural and national identity through them. Mass AV media in the role of social critique and as a parody of society, as well as political censorship and investigative journalism through them are also studied. The influence of mass AV media on human prejudices and its role as escapism from social problems are analyzed. Finally, attention is also paid to religious themes in Croatian, European and American films and TV series. The main goal of the course is to increase knowledge about the importance and influence of mass audiovisual media in society and the ability of students to understand and analytically interpret them in the context of certain social phenomena and geographical areas in the digital age.

Educational Outcomes

Interpret the fundamental sociological, psychological, historical, ethical and theological aspects of the mass AV media and the key social phenomena that they dealt with before and throughout the digital age. Adopt the main ways of processing certain socially relevant topics through mass AV media (propaganda, social criticism, social satire, research documentary...). Apply theoretical assumptions to the analysis and comparison of specific films, TV series and videos. To analyze and synthesize the effects of AV mass media on human experience and behaviour, and the causes of controversies that some of them caused at the time of their premieres. To analyze and explain the social role of mass AV media and the reasons and effects of dealing with certain topics in certain time and geographical area. Apply ethical principles in critical analyzes of films, tv series and videos in a social context and authors' aesthetics while understanding the main ethical issues that socially engaged authors deal with. Use skills to perform advanced tasks in the field of analyzing and evaluating the social importance and impact of mass AV media for the purposes of creating articles and texts for various media (press, radio, television, online media), with an emphasis on a critical attitude towards film and tv series as a socially relevant work of art, with a deeper understanding of the seen content and its contextualization.

Textbooks and Materials**Required**

1. Campbell R., Martin C., Fabos B.: *Media & Culture: Mass Communication in a Digital Age*, 2021. Bedford/St. Martin's; 13th edition
2. Carah, N., 2021. *Media and Society: Power, Platforms, and Participation*. *Media and Society*, pp.1-456.
3. *Critical Studies in Television: The International Journal of Television Studies*, SAGE journals. 2009 – 2023
<https://journals.sagepub.com/loi/CST>
4. Bergan, R., *The Film Book: A Complete Guide to the World of Film*, 2011, DK Publishing

Supplementary

1. Merskin, D.L. ed., 2019. The SAGE international encyclopedia of mass media and society. SAGE Publications.
2. Wiesinger, S. and Beliveau, R., 2016. Digital literacy: a primer on media, identity, and the evolution of technology. Peter Lang Inc.
3. Foreman, G., Biddle, D.R., Lounsberry, E. and Jones, R.G., 2022. The ethical journalist: Making responsible decisions in the digital age. John Wiley & Sons.
4. Summers, T. (ed.), 2016. Media, Mass Communication and Society. Willford Press
5. Hill, S. and Bradshaw, P., 2018. Mobile-first journalism: Producing news for social and interactive media.
6. Croteau, D. and Hoynes, W., 2021. Media/Society: Technology, industries, content, and users. Sage Publications.

Examination and Grading

To Be Passed DA	Exclusively Continuous Assessment NE	Included in Average Grade DA
Prerequisites to Obtain Signature and Take Final Exam	<p>Class Attendance: mandatory 70% attendance is required according to the study program</p> <p>A minimum of 35% of the grade should be acquired through regular course activities</p>	
Examination Manner	<p>Grading Scale:</p> <p>Failure (1) – 0 do 49,9%</p> <p>Satisfactory (2) – 50 do 64,9%</p> <p>Good (3) – 65 do 79,9%</p> <p>Very good (4) – 80 do 89,9%</p> <p>Excellent (5) – 90 do 100%</p> <p>Final grade calculation:</p> <p>1. a) In-class activities – 70%</p> <p>1) Exercises – 35%</p> <p>2) Midterm exam – 35%</p> <p>b) Final exam – 30%</p>	
Grading Manner	<p>1. Regular course activities</p> <p>Midterm written exam</p> <p>exercises</p> <p>2. Final written exam</p>	

Detailed Overview of Grading within ECTS

VRSTA AKTIVNOSTI	ECTS bodovi - koeficijent opterećenja studenata	UDIO OCJENE (%)
Pohađanje nastave	0.8	0
Rad na vježbama	0.77	35
Kolokvij-međuispit	0.77	35
Ukupno tijekom nastave	2.34	70
Završni ispit	0.66	30
UKUPNO BODOVA (nastava+zav.ispit)	3	100

Midterm exam dates:

Exam period dates:

IV. WEEKLY CLASS SCHEDULE