Detailed Course Syllabus

Academic year: 2026/2027	**Semester:** Summer semester
Year of study: 2	**Study programme:** Komunikologija (R) (elective) (Prijediplomski)

I. BASIC COURSE INFORMATION

Name: Mass Audiovisual Media and Society in the Digital Age	
Abbreviation: IZBP235	
ECTS: 3	**Code:** 251993
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	Class Attendance: mandatory 70% attendance is required according to the study program A minimum of 35% of the grade should be acquired through regular course activities
Examination Manner	Grading Scale: Failure (1) – 0 do 49,9% Satisfactory (2) – 50 do 64,9% Good (3) – 65 do 79,9% Very good (4) – 80 do 89,9% Excellent (5) – 90 do 100% Final grade calculation: 1. a) In-class activities – 70% 1) Exercises – 35% 2) Midterm exam – 35% b) Final exam – 30%
Grading Manner	1. Regular course activities Midterm written exam exercises 2. Final written exam

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

IV. WEEKLY CLASS SCHEDULE

[Predavanja]

#	Topic
1	Introduction to the course
2	Social involvement and criticism in the mass AV media
3	Mass AV media in the service of state propaganda
4	Formation of national and cultural identity through national mass AV media
5	Political censorship of the mass AV media
6	Film and TV comedy as a parody of society
7	Exposing corruption and political hypocrisy through mass AV media
8	Midterm exam
9	Documentary film as investigative journalism
10	War in world cinema.
11	Mass AV media that reinforce clichés and prejudices
12	Film as escapism from social problems
13	Religious and ethical themes in American films
14	Religious and ethical themes in European films
15	Trends in attitude towards religion in Croatian film.

[Vježbe]

#	Topic
1	Discussion about mass audiovisual media and society in the digital age
2	Case studies: Social criticism in film and TV series
3	Case studies: Mass AV media in the service of state propaganda
4	Case studies: National and cultural identity formation through mass AV media
5	Case studies: Political censorship of the mass AV media
6	Case studies: Film and TV series: comedy as a parody of society
7	Case studies: Exposing corruption and political hypocrisy through mass media
8	Midterm exam
9	Case studies: Documentary film as investigative journalism
10	Case studies: Homeland war in the eyes of Croatian and foreign directors
11	Case studies: Films and TV series with clichés and prejudices
12	Case studies: TV series as escapism from social problems
13	Case studies: Biblical spectacles, animation films and musicals
14	Case studies: Mary as a film character. Films about popes
15	Case studies: Priests as protagonists in contemporary Croatian cinema