



COURSE UNIT DESCRIPTION

| Course unit title | Code |
|---|------|
| Media and Democracy: Who Creates What? | |

| Annotation |
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| In this course, students will be introduced to the intersection of media and democracy. How in the modern world modern ideas affect individuals, change societies, why such processes arise and where they lead - some of the questions that will be raised during the studies. We will read and analyze contemporary and classic authors and find out how the media strengthens (weakens) democracy. |

| Lecturer(s) | Department, Faculty |
|-----------------------------------|--------------------------|
| Coordinating: L. Kontrimas | Faculty of Communication |
| Other: | |

| Study cycle | Type of the course unit |
|-------------|-------------------------|
| Bachelor | Optional |

| Mode of delivery | Semester or period when it is delivered | Language of instruction |
|------------------------------------|---|-------------------------|
| Face-to-face lectures and seminars | Spring | English |

| Requisites | |
|-----------------------|-------------------------------------|
| Prerequisites: | Co-requisites (if relevant): |

| Number of ECTS credits allocated | Student's workload (total) | Contact hours | Individual work |
|----------------------------------|----------------------------|---------------|-----------------|
| 5 | 130 | 36 | 94 |

| Purpose of the course unit: programme competences to be developed | | |
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| After completing the course, students will be able to recognize, analyze and form their own opinion about the processes in modern societies where democracy is strongly influenced by the media. | | |
| Learning outcomes of the course unit | Teaching and learning methods | Assessment methods |
| Students will learn about the main changes in the environment of media and democracy, they will be able to distinguish and follow the manifestations of those changes in their environment, the | Problem-based teaching, research methods (information search), demonstration, sample analysis, report | Open-ended and closed-ended questions for the seminar year, presentation and assessment of practice |

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| media or society, they will be able to independently delve into important theoretical approaches that study the intersections of media and democracy. | preparation, research methods (information search, literature reading, analysis, report preparation and presentation) | assignments, preparation of oral presentations and presentations. |
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| Course content: breakdown of the topics | Contact hours | | | | | | Individual work: time and assignments | |
|---|---------------|-----------|----------|-----------|-----------------|----------------------|---------------------------------------|--|
| | Lectures | Tutorials | Seminars | Workshops | Laboratory work | Contact hours, total | Individual work | Assignments |
| 1. Foundations of democracy | 1 | | 1 | | | 2 | 6 | Davis, A., Fenton, N., Freedman, D., Khiabany, G. Democracy Without Political Parties? In: Davis, A., Fenton, N., Freedman, D., Khiabany, G. 2020. Media, Democracy and Social Change. SAGE Publications. P.77-95. |
| Media 1: conceptual history Media 2: from journalism to churnalism | 3 | | 3 | | | 6 | 6 | Muhlmann, G. 2008. Political History of Journalism. Polity; P.6-28. Johnston, J. & Forde, S. 2017. Churnalism, Digital Journalism, 5:8. P. 943-946. |
| 3. Public sphere and my ego | 1 | | 1 | | | 2 | 6 | Wodak, R., Koller, V. 2008. Introduction: Shifting boundaries and emergent public spheres. In: Wodak, R., |

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| | | | | | | | | | Koller, V. 2008. Handbook of Communication in the Public Sphere. De Gruyter. P.1-20. | |
| 4. Media marketisation. Personal branding | 3 | | 3 | | | | | 6 | 6 | Chritton, S. 2014. Defining Who You Are. In: Chritton, S. 2014. Personal Branding For Dummies. Wiley. P.55-87. |
| 5. Mediatisation: conceptual overview; Consequences of mediatisation and politics; Consequences of mediatisation: priming, framing and agenda setting | 4 | | 4 | | | | | 8 | 6 | Krotz, F. 2017. Explaining the Mediatisation Approach. Javnost - The Public. Journal of the European Institute for Communication and Culture. 24:2, p. 103-118; Marcinkowski, F. Mediatisation of Politics: Reflections on the State of The Concept. Javnost - The Public. Journal of the European Institute for Communication and Culture. 21:2, p. 5-22; McCombs, M., Shaw, D., Weaver, D. 2013. Political Advertising Influence on News, the Public, and Their Behaviour. In: McCombs, M., Shaw, D., Weaver, D. 2013. |

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|---|-----------|----------|-----------|--|--|--|-----------|-----------|--|
| | | | | | | | | | Communication and Democracy. Taylor & Francis, P.85-97. |
| 6. Social media: limits and extentions | 2 | | 2 | | | | 4 | 6 | Mahon, C. M. 2019. Profiles. In: Mahon, C. M. 2019. The Psychology of Social Media. Taylor and Francis. P.11-23. |
| 7. Knowledge (information) environment: structure and functioning | 1 | 2 | 1 | | | | 4 | 5 | Tasks according to the lecture material |
| 8. Media and democracy: interaction vs destruction | 1 | 2 | 1 | | | | 4 | 5 | Tasks according to the lecture material |
| Total | 16 | 4 | 16 | | | | 36 | 94 | |

| Assessment strategy | Weight % | Deadline | Assessment criteria |
|--|----------|----------|--|
| Work in the auditorium and during seminars | 30 | | 5 points: the topic is prepared, the presentation is clear and smooth, the level of analysis is high, the citation is sufficient and accurate, the attendance is excellent; 4 points: the topic is prepared, but there is no detail, the analysis is not deep, the attendance is excellent; 3 points: the topic is prepared, the presentation is clear, smooth, the level of analysis is high, the citation is sufficient and accurate, but the attendance is poor; 2 points: poorly prepared topic, poor citation and weak analysis, attendance - good; Score 1: Very poor topic preparation, no citations, lots of empty text. |
| Preparation and presentation of reports | 20 | | 2 points: well-prepared report and presentation is fluent, structured, based on the presented literature and presenting own conclusions and summaries; Score 1: the report is prepared, but sources and summaries are lacking. |
| Oral exam | 30 | | 3 points: complete and correct answer to the questions; 2 points: the answer is not complete, with errors; 1 point: answers to questions are poorly prepared, with errors. |

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| Written exam | 20 | | Same as in "Work in the auditorium and during seminars" |
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| Author | Publishing year | Title | Issue of a periodical or volume of a publication; pages | Publishing house or internet site |
|---|-----------------|--|--|-----------------------------------|
| Required reading | | | | |
| Davis, A., Fenton, N., Freedman, D., Khiabany, G. | 2020 | Media, Democracy and Social Change | | SAGE Publications |
| Wodak, R., Koller, V. | 2008 | Handbook of Communication in the Public Sphere | | De Gruyter |
| McCombs, M., Shaw, D., Weaver, D. | 2013 | Communication and Democracy. | | Taylor & Francis |
| Muhlmann, G. | 2008 | Political History of Journalism | | Polity |
| Chritton, S. | 2014 | Personal Branding For Dummies | | Wiley |
| Marcinkowski, F. | | Mediatisation of Politics: Reflections on the State of The Concept. Javnost - The Public | Journal of the European Institute for Communication and Culture. 21:2, p. 5-22 | |
| Mahon, C. M. | 2019 | The Psychology of Social Media | | Taylor and Francis |
| Recommended reading | | | | |
| Johnston, J. & Forde, S. | 2017 | Churnalism | Digital Journalism, 5:8. P. 943-946 | |
| Krotz, F. | 2017 | Explaining the Mediatisation Approach | Javnost - The Public. Journal of the European Institute for Communication and Culture. 24:2, p. 103-118. | |