



Detailed Course Syllabus

Academic Year 2023 / 2024		Semester		Summer	
Study Program	Undergraduate University Study	Specialization / Major in	Communication	Year of Study	1-3
			Science, Sociology, History, Psychology		

I. BASIC COURSE INFORMATION

Name	Mass Audiovisual Media and Society in the Digital Age		
Abbreviation	IZBP235	Code	251993
Status	elective	ECTS	3
Prerequisites	None		

Total Course Workload

Teaching Mode	Total Hours	Teaching Mode	Total Hours
Lecture	15	Exercises	15
Class Time and Place		According to the published schedule	

II. TEACHING STAFF

Course Holder

Name and Surname		Krunoslav Novak	
Academic Degree		PhD	Professional Title
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Office Hours			

Course Assistant

Name and Surname	Zlatko Vidačković			
Academic Degree	PhD		Professional Title	Lecturer
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Office Hours	According to the published schedule			

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.

Expected 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

5. Merskin, D.L. ed., 2019. *The SAGE international encyclopedia of mass media and society*. SAGE Publications.
6. Wiesinger, S. and Beliveau, R., 2016. *Digital literacy: a primer on media, identity, and the evolution of technology*. Peter Lang Inc.
7. 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.
8. Summers, T. (ed.), 2016. *Media, Mass Communication and Society*. Willford Press
9. Hill, S. and Bradshaw, P., 2018. *Mobile-first journalism: Producing news for social and interactive media*. Routledge.
10. Croteau, D. and Hoynes, W., 2021. *Media/Society: Technology, industries, content, and users*. Sage Publications.

Examination and Grading

To Be Passed	Exclusively Continuous Assessment	Included in Average Grade
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	<ol style="list-style-type: none"> 3. Regular course activities <ul style="list-style-type: none"> - Midterm written exam - exercises 4. Final written exam 	
Grading 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%

Detailed
Overview of
Grading within
ECTS

ACTIVITIES	ECTS	PERCENT OF TOTAL GRADE (%)
Class attendance	0.8	0
Exercises	0.77	35
Midterm Exam	0.77	35
Total (course activities)	2.34	70
Final exam	0.66	30
TOTAL (course activities + final exam)	3	100

Midterm Exam
Dates
Final Exam
Dates

IV. WEEKLY CLASS SCHEDULE

Lectures

Week	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.	<i>Midterm exam</i>
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.

Exercises

Week	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.	<i>Midterm exam</i>
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
