

Course Code	Media & Society UNYP 90101
Level	Lower-level course in a Bachelor's degree program
Credits	3 semester credits / 6 ECTS
Pre-requisite(s)	None

Scheduled meetings	45 hours
Average preparation time	105 hours
Total student work time	150 hours

Description An exploration of theories from the areas of communication and psychology to approach key issues in media and society, including mediated violence, sexual representations, values, and more.

Learning outcomes Upon successfully completing this course, the student will be able to:

- Understand key attitudinal, behavioral and cognitive effects of media.
- Critically evaluate the mass media and their role in constructing social reality.
- Evaluate the role of media in forming values in society.
- Critically assess the impact of socially positive media on society
- Understand the impact of the advertising, sports and music industries on society

Study literature Harris, Richard Jackson (2014) A Cognitive Psychology of Mass Communication (6th Edition). New York: Routledge.

Additional readings available on UNYP E-Learn or in the UNYP Library.

All courses are taught in English, with the exception of language courses. UNYP's 3-year and 4-year Bachelor's programs are accredited by the Czech Accreditation Commission, a part of the Czech Ministry of Education, Youth and Sports, and lead to the award of a *bakalář* (Bachelor's) degree. UNYP's 3-year Bachelor's of Business degree is also accredited by the the U.S.-based International Assembly for Collegiate Business Education (IACBE), a CHEA-recognized accreditor.