

4SA525 INFORMACE A MÉDIA

Course code	4SA525
Course title in language of instruction	Informace a média
Course title in Czech	Informace a média
Course title in English	Information and Media
Mode of completion and number of credits	Exam ECTS (3 credits), Exam (2 credits) One ECTS credit corresponds to 26 hours of workload for an average student.
Type of course	Daily attendance: 0/2 (hours of lectures per week / hours of seminars per week)
Language of instruction	Czech
Level of course and year of study	master continuing: 2
Semester	Sklad FIS – FIS
Name of lecturer	doc. Ing. Prokop Toman, CSc. (supervisor)
Prerequisites	none

Aims of the course

The course concentrates to theoretical questions in relationship between information and communication. It is dedicated to analyse practical reasons in our world (interpretation, advertising, symbols etc.). The top point is mass communication, interpretation and disinformation

Learning outcomes and competences

Upon successful completion of this course, student will be able to apply system thinking on the different situations in the economical environment

Course contents

Information theory, dimension of information (Shannon), entropy and information, Shannon and Weaver's model of communication, signs and meaning, (Frege, Peirce, Ogden and Richards), advertising, mass communication, interpretation – desinterpretation – disinformation, commission of the mass communication, acts in Czech republic and in UE.

Teaching methods and student workload

Type of teaching method	Hours of workload
	daily attendance
Attendance at seminars/workshops/tutorials	26
Preparation for seminars/workshops/tutorials	13
Preparation of term paper	13
Preparation of presentation	13
Preparation for final test	13
Total	78

Assessment methods

Requirement type	Weight
	daily attendance
Active lecture/seminar/workshop/tutorial participation	30 %
Term paper	20 %
Presentation	20 %
Final test	30 %
Total	100 %
Special requirements and details: none	

Recommended reading

Type*	Author	Title	Published in	Publisher	Year	ISBN
R	MCLUHAN, M.	Jak rozumět médiím: extenze člověka		Odeon	1991	8020702962
R	TOMAN, P.	Teorie a praxe informace	Praha	Oeconomica	2003	80-245-0632-7
A	ECO, U.	Skeptikové a těšitelé	Praha	Svoboda	1995	80-205-0472-9
A	DOUBRAVOVÁ, J.	Sémiotika v teorii a praxi : [proměny a stav oboru do konce 20. století]	Praha	Portál	2002	80-7178-566-0
A	BITTMAN, L.	Mezinárodní dezinformace : černá propaganda, aktivní opatření a tajné akce	Praha	Mladá fronta	2000	80-204-0843-6
A	BAŠTA, A.	Ekonomická sémiotika a teorie informace	Praha	Academia	1989	990000508X
A	MCQUAIL, D.	Úvod do teorie masové komunikace	Praha	Portál	1999	80-7178-200-9
A	KHOL, J.	Interpretace	Praha	Academia	1989	990001996X

* R – required reading, A – additional reading