
(NMgr) Programme: Society, Communication and Media (NP_SCM)

Programme N0314A250008: Society, Communication and Media

Academic year: 2019/2020

The graduates of program *Society, Communication and Media* has knowledge of current media and sociological theories as well as qualitative and quantitative methods applicable for empirical research in sociology and media studies. They are also able to prepare, lead and implement sociological or media research. The program has prepared the graduate for a wide range of professions in an agency or an applied research environment whether it be in the non-profit, for profit or public sector. The graduate can take on different positions ranging from a mass media analyst or a public relations representative. The graduate is also prepared to further pursue studies in sociology or media studies in the Czech Republic or abroad.

Academic Supervisor:

Prof. PhDr. Hynek Jefábek, CSc.

Language of Instruction:

English

Course Structure and Study Requirements

Total Credits: 120 ECTS

Compulsory courses: 70 ECTS

Elective courses: minimum 38 ECTS

Optional courses: 12 ECTS

Final state examination

1. (JDIP01) Master's thesis defence
2. (JSZ391) Social and Media Theory - written examination
3. (JSZ392) Research Project - written and oral examination

Compulsory courses - J#0900

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Code	Course title	Course leader	Semester	Hours per week	Course assessment	ECTS credit points
JJM007	Czech Media System in European Comparison	Štoll Miessler	WS	2/0	Examination	6
JJM234	Media and Society: An Introduction	Jiráček	WS	1/1	Examination	6
JJM239	Media Sociology	Hroch Miessler	WS/SS	1/1	Examination	6
JSM032	Applied Social Research	Remr	WS/SS	2/1	Examination	7

JSM311	Communications Research	Jeřábek Numerato	SS	2/1	Examination	9
JSM421	Contemporary Social Theory	Balon	WS	2/0	Examination	9
JSM545	Diploma Seminar I	Numerato	WS/SS	0/2	Course credit	8
JSM546	Diploma Seminar II	Numerato	WS/SS	0/2	Course credit	10
JSM692	Introduction to Social Research Methodology	Jeřábek Remr	WS	2/2	Examination	9

Total credits: 70

Elective courses (Methodological courses) - J#0901

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Code	Course title	Course leader	Semester	Hours per week	Course assessment	ECTS credit points
JJM001	Audiovisual Interpretation of Reality	Štoll	WS	1/1	Examination	8
JJM002	Content Analysis	Nečas	WS	0/2	macc	6
JSM042	Evaluation Research Methods	Remr	WS	1/1	Examination	7
JSM133	Conducting Research in Political Psychology	Kudrnáč	SS	2/0	Examination	6
JSM312	Electoral, Market, Media and Social Research: Paul Lazarsfeld's Methodology	Jeřábek	WS	2/1	Examination	9
JSM406	Introduction to Data Analysis	Soukup Petrušek	WS/SS	1/1	Examination	8
JSM499	Ethnographic Methods in Practice	Grygar	WS	1/1	Examination	7
JSM693	Text, Narrative & Discourse Analysis	Hájek	SS	1/1	Examination	9

Minimum credits: 13

Elective courses (Theoretical courses) - J#0902

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Code	Course title	Course leader	Semester	Hours per week	Course assessment	ECTS credit points
JJM011	New Media and Convergence Culture	Švelch	SS	1/1	Examination	7

JJM344	Political Economy of Communication	Vochocová	WS	1/1	Examination	6
JKM001	Communication and Politics	Shavit Konrádová	WS	1/1	Examination	6
JKM002	Political Leadership in the Era of Social Media	Shavit Konrádová	SS	1/1	Examination	6
JKM025	Current Issues in Digital Media Studies	Švelch	SS	2/0	Examination	7
JSM095	Study of Political Mobilization and Social Movements	Císař	WS	2/0	Examination	6
JSM398	Religion in the Public Sphere in Central-Eastern Europe	Testa	WS	2/0	Examination	8

Minimum credits: 13

Elective courses - J#0903

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Code	Course title	Course leader	Semester	Hours per week	Course assessment	ECTS credit points
JJM298	Media and Technical Images	Silverio Lábová	SS	2/0	macc	6
JKB106	Introduction to Photojournalism	Lábová	WS/SS	1/1	Course credit	4
JKM103	Future Media Experiences	Supa Rosenfeldová	SS	1/1	macc	6
JKM106	Media and the Children	Supa Lucký	WS	1/1	macc	4
JKM153	Role-Playing Game Studies: Research Seminar	Švelch	SS	0/2	macc	4
JKM204	Media and Migration	Neag	SS	1/1	macc	5
JKM246	Media and the Children	Supa Lucký	WS	1/1	macc	5
JPM926	Sociology of Technology	Vostal	WS/SS	1/1	Examination	6
JSM009	Sociology of Sport for MA	Numerato	SS	1/1	Examination	8
JSM037	Sociology of European Integration for MA	Smith	SS	2/0	Examination	8
JSM044	Civil Society in Central Europe	Frič	SS	2/0	Examination	8

JSM103	Academic Writing	Miller	WS	0/2	macc	6
JSM202	Data Management and Data Mining in R for Social Scientists	Klosek	WS	0/2	Examination	6
JSM575	Social Web: (Big) Data Mining for Masters	Růžička	WS	1/1	Examination	8
JSM579	Sociological Theories of Populism	Dvořák	WS	1/1	Examination	8
JSM584	Elderly care and intergenerational solidarity in international context	Jeřábek	WS	1/1	Examination	8

Minimum credits: 12

Prerequisites, co-requisites, alternative and incompatible courses

Compulsory courses

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Code	Course title	Pre-requisite	Co-requisite	Interchangeability	Incompatibility
JJM234	Media and Society: An Introduction				JKM126
JSM032	Applied Social Research				JSM540
JSM545	Diploma Seminar I	JSM544			
JSM546	Diploma Seminar II	JSM545			
JSM692	Introduction to Social Research Methodology				JSB015 JSB529 JSM540

Elective courses (Methodological courses)

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Code	Course title	Pre-requisite	Co-requisite	Interchangeability	Incompatibility
JJM001	Audiovisual Interpretation of Reality				JKM145
JSM499	Ethnographic Methods in Practice				JSM590

Elective courses (Theoretical courses)

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Code	Course title	Pre-requisite	Co-requisite	Interchangeability	Incompatibility
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JJM011	New Media and Convergence Culture				JJM235
JKM025	Current Issues in Digital Media Studies				JJM235

Elective courses

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Code	Course title	Pre-requisite	Co-requisite	Interchangeability	Incompatibility
JJM298	Media and Technical Images				JJM449
JKB106	Introduction to Photojournalism				JJJ154
JKM103	Future Media Experiences				JJM009
JKM106	Media and the Children				JJJM191 JKM246
JKM246	Media and the Children				JJJM191 JKM106
JSM009	Sociology of Sport for MA				JSB516 JSB528
JSM037	Sociology of European Integration for MA				JSB456 JSM019
JSM202	Data Management and Data Mining in R for Social Scientists				JPM764

Study code plan:

J19NPSCM1135