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# (NMgr) Programme: Society, Communication and Media (NP\_SCM)

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## Programme N0314A250008: Society, Communication and Media

Academic year: 2022/2023

The graduates of program *Society, Communication and Media* has knowledge of current media nad 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 enviroment wheter 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 represenattive. 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 Jeřábek, CSc. [hynek.jerabek@fsv.cuni.cz](mailto:hynek.jerabek@fsv.cuni.cz)

### Secretary:

Mgr. Lenka Dvořáčková [lenka.dvorackova@fsv.cuni.cz](mailto:lenka.dvorackova@fsv.cuni.cz)

### 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

<!--dg:select1:0900:2022:2024:en-->

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

<!--dg:select1:0901:2022:2024:en-->

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#090221

<!--dg:select1:090221:2022:2024:en-->

Code	Course title	Course leader	Semester	Hours per week	Course assessment	ECTS credit points
JJM344	Political Economy of Communication	Vochočová	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
JSM128	Understanding Identity and Belonging	Testa	WS	2/0	Examination	8
JSM398	Religion in the Public Sphere in Central-Eastern Europe	Testa	WS	2/0	Examination	8
JSM595	Public Sphere in Sociological Thought	Dvořák	SS	1/1	Examination	8

Minimum credits: 13

## Elective courses - J#090321

<!--dg:select1:090321:2022:2024:en-->

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	Smith	SS	2/0	Examination	8

	<u>Integration for MA</u>					
JSM044	<u>Civil Society in Central Europe</u>	<u>Frič</u>	SS	2/0	Examination	8
JSM103	<u>Academic Writing</u>	<u>Miller</u>	WS	0/2	macc	6
JSM109	<u>Transnational Anti-Gender Politics: Narratives, and Resistance</u>	<u>Üçok</u>	SS	1/1	Examination	6
JSM202	<u>Data Management and Data Mining in R for Social Scientists</u>	<u>Klosek</u>	WS	0/2	Examination	6
JSM334	<u>Sustainable Societies: Climate Change</u>	<u>Urban</u>	SS	0/2	Examination	7
JSM543	<u>Internship - Society, Communication and Media</u>	<u>Numerato</u>	WS/SS	0/2	Course credit	4
JSM579	<u>Sociological Theories of Populism</u>	<u>Dvořák</u>	WS	1/1	Examination	8
JSM593	<u>The Basic of Academic Writing</u>	<u>Hasmanová Marhánková</u>	WS	0/1	Course credit	1

Minimum credits: 12

## Prerequisites, co-requisites, alternative and incompatible courses

### Compulsory courses

<!--dg:rekv:0900:2022:2024:en-->

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
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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
JKM025	Current Issues in Digital Media Studies				JJM235

## Elective courses

<!--dg:rekv:090321:2022:2024:en-->

Code	Course title	Pre-requisite	Co-requisite	Interchangeability	Incompatibility
JJM298	Media and Technical Images				JJM449
JKB106	Introduction to Photojournalism				JJB154
JKM103	Future Media Experiences				JJM009
JKM106	Media and the Children				JJIM191 JKM246
JKM246	Media and the Children				JJIM191 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
JSM593	The Basic of Academic Writing				JSB612 JSB613

**Study plan code:**

J22NPSCM1462