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# (NMgr) Programme: Media and Area Studies (NP\_MARS)

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## Programme N0388A200002: Media and Area Studies - master, full-time

Academic year 2025/2026

The Master in Media and Area Studies (MARS) combines two important contemporary fields of study: Media Studies and Area Studies. This combination provides in-depth and critical knowledge about processes of mediation and signification, and how space and geography - the political and social specificities of an area - intersect with them. In particular, MARS will enable a thorough understanding of the role of context. Media (and communication) studies has a long tradition of emphasizing the importance of context, in dealing, for instance, with media production, content and interpretation/reception. And, of course, contexts are also spatial. Regions and countries, with their imagined communities, their politics, their institutional structures, their insides and outsides, are particular, and they impact in particular ways on media (infra)structures, media content and audience practices. MARS will generate a better understanding of the complexity of this context. Regions and countries are not internally homogeneous, and they cannot be studied in isolation and as structurally different from other regions and countries. MARS still takes into consideration that these regions and countries are particular socio-political and cultural entities that have characterizing but complex (and sometimes contradictory) particularities, which are extremely significant for the study of the media spheres that are embedded in these regions and countries. MARS is a collaboration between the Institute of Communication Studies and Journalism (ICSJ FSV UK) and the Institute of International Studies (IIS FSV UK).

MARS graduates will have achieved in-depth knowledge about the media and political ecology in Central Eastern Europe and the European Union. This will support their future employment in more senior/advisory positions in a variety of social fields and organizations, including state administrations, private sector (including media), public service institutions, and non-profit organizations.

Programme supervisor: **doc. Vaia Doudaki, D.Phil., Ph.D.**

Programme coordinator: **Mgr. Karolína Šimková**

## Course Structure and Study Requirements

|                      |                 |
|----------------------|-----------------|
| <b>Total Credits</b> | <b>120 ETCS</b> |
| Compulsory courses   | 84 ETCS         |
| Elective courses     | min. 24 ETCS    |
| Optional courses     | max. 12 ETCS    |

*Optional courses see article 5 para 4 of Consolidated University Code of Study and Examination of Charles University in Prague.*

## Master state examination

(JDIP01) Master's thesis defence

(JSZ384) Theories of Media and Area Studies

## Compulsory courses

Group **J#0450**

<!--dg:select1:0450:2025:2025:en-->

| 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                  |
| JKM001 | Communication and Politics                           | Shavit Konrádová | WS       | 1/1            | Examination       | 6                  |
| JKM138 | Media and Conflict in Europe                         | Shavit           | WS       | 2/0            | Examination       | 6                  |
| JKM139 | Introduction to Postcolonial Theory                  | Doudaki          | SS       | 2/0            | Examination       | 6                  |
| JKM140 | Master Thesis Seminar I                              | Doudaki          | WS       | 0/2            | Course credit     | 7                  |
| JKM141 | Master Thesis Seminar II                             | Doudaki          | SS       | 0/2            | Course credit     | 8                  |
| JKM143 | Methodology of Social Sciences                       | Nečas Vochocová  | WS       | 2/2            | Examination       | 6                  |
| JKM144 | Academic Writing                                     | Doudaki          | WS       | 0/2            | Examination       | 3                  |
| JTM014 | Political Systems of East Central European Countries | Kubát            | SS       | 1/1            | Examination       | 6                  |
| JTM294 | Political Geography                                  | Kozák            | SS       | 1/1            | Examination       | 6                  |
| JTM318 | Grand Debates of European Integration                | Kasáková         | SS       | 0/2            | Examination       | 6                  |
| JTM336 | Theorizing Memory: Social and Cultural Remembering   | Asavei           | SS       | 1/1            | Examination       | 6                  |
| JTM382 | EU Institutions                                      | Šlosarčík        | SS       | 2/0            | Examination       | 6                  |

Total ETCS: 84

## Elective courses - Social and Political Context

Group J#045123

<!--dg:select1:045123:2025:2025:en-->

| Code   | Course title                                                                           | Course leader | Semester | Hours per week | Course assessment | ECTS credit points |
|--------|----------------------------------------------------------------------------------------|---------------|----------|----------------|-------------------|--------------------|
| JTM051 | Introduction to History, Politics and Society of East-Central and South Eastern Europe | Vykoukal      | WS       | 2/0            | Examination       | 6                  |

|        |                                                                                |          |    |     |             |   |
|--------|--------------------------------------------------------------------------------|----------|----|-----|-------------|---|
| JTM052 | Concepts and Interpretations of Central European History                       | Vykoukal | SS | 1/1 | Examination | 6 |
| JTM083 | European Culture and Society                                                   | Tomalová | WS | 1/1 | Examination | 6 |
| JTM268 | Ethnic Conflicts in Central and Eastern Europe                                 | Klípa    | SS | 1/1 | Examination | 6 |
| JTM292 | Migration and mobility: comparative issues in Western European Countries       | Bauer    | WS | 1/1 | Examination | 6 |
| JTM315 | Social Exclusion and the Roma in Central Europe                                | Klípa    | SS | 1/1 | Examination | 6 |
| JTM321 | Ethnic Issues and Territories in Eastern, East Central and Southeastern Europe | Vykoukal | WS | 1/1 | Examination | 6 |
| JTM331 | Cultural History of Communist Europe                                           | Klípa    | WS | 1/1 | Examination | 6 |
| JTM337 | Nationalism in Communism                                                       | Klípa    | WS | 1/1 | Examination | 6 |
| JTM384 | Cultural Memory and Identity in the Balkans                                    | Asavei   | WS | 1/1 | Examination | 6 |

Minimum ETCS: 12

## Elective courses - Media Communication

Group **J#045225**

<!--dg:select1:045225:2025:2025: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                  |
| JJM239 | Media Sociology                       | Hroch<br>Miessler | WS/SS    | 1/1            | Examination       | 6                  |
| JJM240 | Cultural studies                      | Soukup            | SS       | 1/1            | Examination       | 6                  |
| JJM344 | Political Economy of Communication    | Vochočová         | WS       | 1/1            | Examination       | 6                  |

|        |                                                           |                        |       |     |               |   |
|--------|-----------------------------------------------------------|------------------------|-------|-----|---------------|---|
| JKM025 | Current Issues in Digital Media Studies                   | Švelch                 | SS    | 2/0 | Examination   | 7 |
| JKM137 | Intercultural Communication Management                    | Lütke Notarp           | WS/SS | 1/1 | Examination   | 5 |
| JKM142 | Internship                                                | Doudaki                | WS/SS | 0/2 | Course credit | 4 |
| JKM149 | The World of Television                                   | Štoll                  | SS    | 2/0 | Examination   | 6 |
| JKM185 | Media Mondays I                                           | Da?delen               | WS    | 2/0 | Course credit | 6 |
| JKM186 | Media Mondays II                                          | Da?delen               | SS    | 2/0 | Course credit | 6 |
| JKM187 | Conceptual Foundations of Media and Communication Studies | Da?delen               | SS    | 2/0 | Examination   | 6 |
| JKM194 | Empirical Audience Studies                                | Trültzsch-Wijnen Štoll | SS    | 0/2 | macc          | 5 |
| JKM198 | Media and Culture Reading - Popular Culture               | Reifová                | SS    | 0/2 | Course credit | 3 |
| JKM242 | Reading Texts to Study Media                              | Nečas                  | SS    | 0/2 | Course credit | 3 |
| JKM243 | Electronic Media Genres                                   | Rétfalvi Štoll         | SS    | 1/1 | macc          | 6 |
| JKM255 | Analysing Discourse: Theories and Methods                 | Da?delen               | SS    | 1/1 | Course credit | 6 |

Minimum ETCS: 12

## Recommended optional courses

Group **J#0453**

<!--dg:select1:0453:2025:2025:en-->

| Code   | Course title                                                                           | Course leader    | Semester | Hours per week | Course assessment | ECTS credit points |
|--------|----------------------------------------------------------------------------------------|------------------|----------|----------------|-------------------|--------------------|
| JKB205 | The psychology of morality                                                             | Vranka Koblovský | SS       | 0/2            | macc              | 3                  |
| JKB230 | New Media Theories and Non-fiction Motion Picture in the late modern media environment | Rétfalvi Štoll   | SS       | 0/2            | macc              | 5                  |
| JKM153 | Role-Playing Game Studies: Research Seminar                                            | Švelch           | SS       | 0/2            | macc              | 4                  |
| JKM199 | Biodiversity, Sustainability in                                                        | Koudelková       | SS       | 2/0            | Course credit     | 2                  |

|        |                                                                              |                  |    |     |             |   |
|--------|------------------------------------------------------------------------------|------------------|----|-----|-------------|---|
|        | the Agro-Food System                                                         |                  |    |     |             |   |
| JKM245 | The History of Media                                                         | Rétfalvi Štoll   | SS | 2/0 | Examination | 5 |
| JKM596 | International Study Course: Politics and Media Reflecting Current Challenges | Shavit           | SS | 1/1 | macc        | 3 |
| JTM014 | Political Systems of East Central European Countries                         | Kubát            | SS | 1/1 | Examination | 6 |
| JTM015 | Economic Transformation in East Central and Southeastern Europe              | Jeřábek          | WS | 1/1 | Examination | 6 |
| JTM265 | Central European Cinema                                                      | Dan Mircea       | WS | 0/4 | Examination | 6 |
| JTM285 | Cohesion Policy of the EU in Central and East European Countries             | Hauser           | WS | 1/1 | Examination | 6 |
| JTM286 | Contemporary Mediterranean                                                   | Mejstřík Králová | SS | 1/1 | Examination | 6 |
| JTM383 | Contemporary French Politics, Culture & Society                              | Bauer            | WS | 1/1 | Examination | 6 |

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

### Compulsory courses

<!--dg:rekv:045023:2025:2025:en-->

| Code | Course title | Pre-requisite | Co-requisite | Interchangeability | Incompatibility |
|------|--------------|---------------|--------------|--------------------|-----------------|
|------|--------------|---------------|--------------|--------------------|-----------------|

### Elective courses - Social and Political Context

<!--dg:rekv:045123:2025:2025:en-->

| Code   | Course title                                                                           | Pre-requisite | Co-requisite | Interchangeability | Incompatibility |
|--------|----------------------------------------------------------------------------------------|---------------|--------------|--------------------|-----------------|
| JTM051 | Introduction to History, Politics and Society of East-Central and South Eastern Europe |               |              |                    | JMMZ094         |

### Elective courses - Media Communication

<!--dg:rekv:045225:2025:2025:en-->

| Code | Course title | Pre-requisite | Co-requisite | Interchangeability | Incompatibility |
|------|--------------|---------------|--------------|--------------------|-----------------|
|------|--------------|---------------|--------------|--------------------|-----------------|

|        |                                         |  |  |  |        |
|--------|-----------------------------------------|--|--|--|--------|
| JJM001 | Audiovisual Interpretation of Reality   |  |  |  | JKM145 |
| JJM240 | Cultural studies                        |  |  |  | JKM127 |
| JKM025 | Current Issues in Digital Media Studies |  |  |  | JJM235 |
| JKM137 | Intercultural Communication Management  |  |  |  | JJM233 |

## Recommended optional courses

<!--dg:rekv:0453:2025:2025:en-->

| Code   | Course title                                                     | Pre-requisite | Co-requisite | Interchangeability | Incompatibility |
|--------|------------------------------------------------------------------|---------------|--------------|--------------------|-----------------|
| JTM014 | Political Systems of East Central European Countries             |               |              |                    | JMM095 JTM139   |
| JTM285 | Cohesion Policy of the EU in Central and East European Countries |               |              |                    | JMMZ042         |
| JTM286 | Contemporary Mediterranean                                       |               |              |                    | JMM152          |
| JTM383 | Contemporary French Politics, Culture & Society                  |               |              |                    | JMM683          |

**Study plan code:**  
J25NPMARS1736