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

Programme N0314A250008: Society, Communication and Media

Academic year: 2025/2026

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.

Internal web in Moodle (for enrolled students)

Academic Supervisor:

doc. PhDr. Dino Numerato, Ph.D., dino.numerato@fsv.cuni.cz

Secretary:

Mgr. Terezie Hanzlíková terezie.hanzlikova@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#090024

<!--dg:select1:090024:2025:2025:en-->

Code	Course title	Course leader	Semester	Hours per week	Course assessment	ECTS credit points
JJM234	<u>Media and Society: An Introduction</u>	<u>Jirák</u>	WS	1/1	Examination	6
JJM239	<u>Media Sociology</u>	<u>Hroch Miessler</u>	WS/SS	1/1	Examination	6
JJM344	<u>Political Economy of Communication</u>	<u>Vochocová</u>	WS	1/1	Examination	6
JSM032	<u>Applied Social Research</u>	<u>Remr</u>	WS/SS	2/1	Examination	7
JSM311	<u>Communications Research</u>	<u>Jeřábek Numerato</u>	SS	2/1	Examination	9
JSM421	<u>Contemporary Social Theory</u>	<u>Balon</u>	WS	2/0	Examination	9

JSM544	MA Thesis Proposal	Numerato	SS	0/2	Course credit	2
JSM545	Diploma Seminar I	Numerato	WS/SS	0/2	Course credit	8
JSM547	Diploma Seminar II	Numerato	WS/SS	0/2	Course credit	8
JSM692	Introduction to Social Research Methodology	Jeřábek Remr	WS	2/2	Examination	9

Total credits: 70

Elective courses (Methodological courses) - J#090123

<!--dg:select1:090123:2025:2025: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
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	SS	2/1	Examination	9
JSM406	Introduction to Data Analysis	Soukup Petrúšek	WS/SS	1/1	Examination	8
JSM468	Longitudinal Data Analysis	Kudrnáč Petrúšek Soukup	SS	1/1	Examination	8
JSM499	Ethnographic Methods in Practice	Testa	WS	1/1	Examination	7
JSM693	Text, Narrative & Discourse Analysis	Hájek	SS	1/1	Examination	9
JSM783	Applied Regression in R	Vomáčka	SS	1/1	Examination	6
JSM784	Digital Ethnography	Aš?k	WS	1/1	Examination	8
JSM785	Sociology of Digital Technology	Aš?k	SS	1/1	Course credit	8

Minimum credits: 13

Elective courses (Theoretical courses) - J#090223

<!--dg:select1:090223:2025:2025: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
JJM240	Cultural studies	Soukup	SS	1/1	Examination	6
JKM001	Communication and Politics	Shavit Konrádová	WS	1/1	Examination	6
JKM025	Current Issues in Digital Media Studies	Švelch	SS	2/0	Examination	7
JKM122	Selected Issues in Cultural Studies	Reifová	SS	2/0	Examination	5
JKM242	Reading Texts to Study Media	Nečas	SS	0/2	Course credit	3
JKM243	Electronic Media Genres	Rétfalvi Štoll	SS	1/1	macc	6
JKM245	The History of Media	Rétfalvi Štoll	SS	2/0	Examination	5
JSM095	Study of Political Mobilization and Social Movements	Císař	WS	1/1	Examination	6
JSM123	Globalisation	Grygar	WS	2/0	Examination	8
JSM128	Understanding Identity and Belonging	Testa	WS	2/0	Examination	8
JSM350	Anthropology of Social Media	Heřmanová	SS	1/1	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#090325

<!--dg:select1:090325:2025:2025:en-->

Code	Course title	Course leader	Semester	Hours per week	Course assessment	ECTS credit points
JJM187	Cross-Cultural Studies. Reading and Understanding Scientific Texts about Culture	Lütke Notarp	WS	2/0	Examination	6
JKB106	Introduction to Photojournalism	Lábová	WS/SS	1/1	Course credit	4

JKB230	New Media Theories and Non-fiction Motion Picture in the late modern media environment	Rétfalvi Štoll	SS	0/2	macc	5
JKM137	Intercultural Communication Management	Lütke Notarp	WS/SS	1/1	Examination	5
JKM153	Role-Playing Game Studies: Research Seminar	Švelch	SS	0/2	macc	4
JKM194	Empirical Audience Studies	Trültzsch-Wijnen Štoll	SS	0/2	macc	5
JKM246	Media and the Children	Supa Lucký	WS	1/1	macc	5
JKM255	Analysing Discourse: Theories and Methods	Da?delen	SS	1/1	Course credit	6
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
JSM047	Social Inequalities: Ethnicity, Gender and Age	Hasmanová Marhánková	SS	1/1	Examination	8
JSM103	Academic Writing	Miller	WS	0/2	macc	6
JSM109	Transnational Anti-Gender Politics: Narratives, and Resistance	Üçok	SS	1/1	Examination	6
JSM125	Sociology of Health and Illness	Numerato	WS	1/1	Examination	8
JSM140	Migration and Media	Freidingerová	WS	1/1	Examination	6
JSM202	Data Management and Data Mining in R for Social Scientists	Klosek	WS	0/2	Examination	6

JSM210	<u>Menstruation and Contemporary Society: Theory, Research, Activism</u>	<u>Chakkampully</u>	WS	2/0	Examination	6
JSM257	<u>Climate Change and Sustainability: Worskhop Prague-Konstanz Study Days on Society and Policy Process in the Digital Age</u>	<u>Novotný</u>	SS	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
JSM570	<u>Innovative presentation of scientific knowledge I</u>	<u>Spalová</u>	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:090024:2025:2025:en-->

Code	Course title	Pre-requisite	Co-requisite	Interchangeability	Incompatibility
JJM234	Media and Society: Introduction				JKM126
JSM032	Applied Social Research				JSM540
JSM545	Diploma Seminar I	JSM544			
JSM547	Diploma Seminar II	JSM544 JSM545			
JSM692	Introduction to Social Research Methodology				JSB015 JSB529 JSM540

Elective courses (Methodological courses)

<!--dg:rekv:090123:2025:2025:en-->

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)

<!--dg:rekv:090223:2025:2025:en-->

Code	Course title	Pre-requisite	Co-requisite	Interchangeability	Incompatibility
JJM240	Cultural studies				JKM127
JKM025	Current Issues in Digital Media Studies				JJM235
JKM122	Selected Issues in Cultural Studies				JJM227

Elective courses

<!--dg:rekv:090325:2025:2025:en-->

Code	Course title	Pre-requisite	Co-requisite	Interchangeability	Incompatibility
JKB106	Introduction to Photojournalism				JJB154
JKM137	Intercultural Communication Management				JJM233
JKM246	Media and the Children				JJIM191 JKM106
JSM009	Sociology of Sport for MA				JSB516 JSB528
JSM037	Sociology of European Integration for MA				JSB456 JSM019
JSM047	Social Inequalities: Ethnicity, Gender and Age				JSM189
JSM202	Data Management and Data Mining in R for Social Scientists				JPM764
JSM570	Innovative presentation of scientific knowledge I				JSM560
JSM593	The Basic of Academic Writing				JSB612 JSB613

Study plan code:
J25NPSCM1762