



## COURSE SYLLABUS

2019/2020 Academic Year

### 1. GENERAL COURSE INFORMATION

| 1.1. Course Name       | Television  |                    |                        |          |    |           |    |                                |   |
|------------------------|---|--------------------|------------------------|----------|----|-----------|----|--------------------------------|---|
| 1.2. Study Programme   | Communication Management undergraduate professional study programme   |                    |                        |          |    |           |    |                                |   |
| 1.3. Course Short Name | TELE  | 1.7. Year of Study | Second, Third          |          |    |           |    |                                |   |
| 1.4. Course Code       | CM19153   | 1.8. Semester      | Fourth, Sixth / Summer |          |    |           |    |                                |   |
| 1.5. Course Status     | Elective  | 1.9. ECTS          | 4                      |          |    |           |    |                                |   |
| 1.6. Course Structure  | <table border="1"> <thead> <tr> <th>Type of Class</th> <th>Total Hours</th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td>15</td> </tr> <tr> <td>Exercises</td> <td>15</td> </tr> </tbody> </table> | Type of Class      | Total Hours            | Lectures | 15 | Exercises | 15 | 1.10. Class Venue and Schedule | Bernays – According to published schedule |
| Type of Class          | Total Hours   |                    |                        |          |    |           |    |                                |   |
| Lectures               | 15  |                    |                        |          |    |           |    |                                |   |
| Exercises              | 15  |                    |                        |          |    |           |    |                                |   |

### 2. TEACHING STAFF

|                         |  |                        |  |
|-------------------------|--|------------------------|--|
| 2.1. Lecturer in Charge | Siniša Kovačić   | 2.6. Course Associates |  |
| 2.2. Academic Rank      | MA   | 2.7. Academic Rank     |  |
| 2.3. Teaching Rank      | Lecturer   | 2.8. Teaching Rank     |  |
| 2.4. Contact e-mail     | <a href="mailto:sinisa.kovacic@bernays.hr">sinisa.kovacic@bernays.hr</a> | 2.9. Contact e-mail    |  |
| 2.5. Consultations      | Bernays – According to published schedule                                | 2.10. Consultations    |  |

### 3. COURSE DESCRIPTION

|                         |  |
|-------------------------|--|
| 3.1. Course Objectives  | The objective of the course “Television” is to introduce students to the history of television, its genres, modes of operations and organisation of television stations and how television affects the young, and consequently, whether it is the cause of increased violence in society. Furthermore, students will be familiar with current trends in television production. |
| 3.2. Enrolment Criteria | There are no specific enrolment requirements.  |
| 3.3. Learning Outcomes  | LO1: Prepare structured TV reports after attending an actual event, critically evaluate information sources and media texts.   |



## 3.4. Course Content

LO2: Analyse the structure of television, distinguish public from commercial television, categorise TV content according to information, mosaic, documentaries, entertainment, educational, scientific, film, music, minority and religious features.

LO3: Compare events and choose the better rendition, calculate the time required for the preparation of reports.

LO4: Analyse TV programmes, to assess the public value of television content.

## 3.5. Types of Class Activities

1. The development of television in modern Croatian history, principles of public television and public media service, watching the documentary “They Also Created Television”, the organisation of Croatian Radio Television (HRT) – activities and HRT bodies, authorities and responsibilities of chief editors
2. Television genres, structure and dramaturgy TV report, the language in a televised speech, graphics as a supplement and visualization on television, the importance of OFF, IT and creativity to develop attractive television content – examples from practice
3. Field trip: Visit to HRT – going to a live broadcast of the show “Good Morning Croatia”, visiting the studio and editors of the news broadcast
4. Preliminary exams; public vs commercial approach to the subject, preparing scenarios – a daily variety show
5. Characteristics of live broadcasts, digitalisation of television and the changes it has brought, uniqueness of a television interview – case study, analysis and work on the preparation of interviews, archive
6. The importance of the TV media literacy, violence prevention, analysis of TV channels, the future of TV – TV generic programme, preliminary exam

## 3.6. Course Language

|   |                        |   |                   |  |                         |  |                        |  |                |
|---|------------------------|---|-------------------|--|-------------------------|--|------------------------|--|----------------|
| X | Lectures               | X | Exercises         |  | Field Trips             |  | Multimedia and Network |  | Mentored Paper |
|   | Seminars and Workshops |   | Distance Learning |  | Independent Assignments |  | Laboratory             |  | Misc           |

## 3.7. Student Obligations

Croatian Language

Regular class attendance and active participation in the learning process.

## 3.8. Monitoring Student Work and ECTS

|   |                     |   |              |  |               |  |                     |   |         |
|---|---------------------|---|--------------|--|---------------|--|---------------------|---|---------|
| 1 | Class Attendance    | 2 | Written Exam |  | Seminar Paper |  | Preliminary Exam(s) | 1 | Project |
|   | Activities in Class |   | Oral Exam    |  | Research      |  | Essay               |   | Misc.   |

## 3.9. Grading Students during Class and Final Exam

| Grade Type                                  | Points     |
|---|------------|
| 1. Class Attendance and Participation       | 5          |
| 2. Preliminary Exam 1                       | 40         |
| 3. Preliminary Exam 2                       | 40         |
| 4. Exercises                                | 15         |
| <b>Total Points (lectures + final exam)</b> | <b>100</b> |

## 3.10. Obligatory Literature

1. Letica, Zvonko (2003). *Televizijsko novinarstvo*, Zagreb, Disput



### 3.11. Supplementary Literature

1. Zakon o Hrvatskoj radioteleviziji (2012), NN137/10
2. Zakon o elektroničkim medijima (2009), NN 152/09
3. McQueen, David (2000). *Televizija*, Clio, Beograd
4. Butler, Jeremy G. (2011). *Television Critical Methods and Applications*, Lawrence Erlbaum Associates, New Jersey

### 3.12. Quality Monitoring Methods

Observations and evaluation of teaching; student questionnaires