



COURSE SYLLABUS

2019/2020 Academic Year

1. GENERAL COURSE INFORMATION

1.1. Course Name	Print Media									
1.2. Study Programme	Communication Management undergraduate professional study programme									
1.3. Course Short Name	TIME	1.7. Year of Study	Second, Third							
1.4. Course Code	CM19155	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	Dražen Klarić	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	drazen.klaric@bernays.com	2.9. Contact e-mail	
2.5. Consultations	According to published schedule	2.10. Consultations	

3. COURSE DESCRIPTION

3.1. Course Objectives	The objective of the course “Print Media” is to introduce students to the history of printing and print media, and show students the importance of the press and its impact on history; to present the impact of printing on other media to the students; to provide students with an understanding of the development of domestic and foreign newspapers and point out the process of creating the print media; to introduce students to the diversity of publications by publishing a periodical and pointing out differences between publications; to familiarise students with journalistic forms in the print media.
3.2. Enrolment Criteria	There are no specific enrolment requirements.



3.3. Learning Outcomes	<p>LO1: Describe the historical development of printing and print media. LO2: Explain the importance of print media for the development of society. LO3: Analyse the impact of the press on the development of other media. LO4: Explain the differences between basic press news forms. LO5: Describe similarities and differences between different print media according to periodicity of publishing.</p>																				
3.4. Course Content	<p>The development of the print media as well as its role in the development of society as a whole, and the impact of print media in the development of radio, television, and the Internet is an important part of this course. The lectures and the software units of the course are divided into three content-related units that are carried out through lectures, thematic discussions, and seminars.</p> <p>The first lecture unit will refer to the historical development of printing and print media while exploring the impact of this development on society as a whole. In this lecture, students will learn about the influence of the press and print media to other media that, in a historical context, come after printing. The second lecture unit will be the development of domestic and foreign newspapers focusing on the diversity of publications by content and periodicity of publication and pointing out the differences between them. In the third unit, lectures will refer to introducing students to the basic journalistic forms in print media.</p>																				
3.5. Types of Class Activities	<table border="1"> <tr> <td style="background-color: #D3D3D3; text-align: center;">X</td> <td>Lectures</td> <td style="background-color: #D3D3D3; text-align: center;">X</td> <td>Exercises</td> <td style="background-color: #D3D3D3;"></td> <td>Field Trips</td> <td style="background-color: #D3D3D3;"></td> <td>Multimedia and Network</td> <td style="background-color: #D3D3D3;"></td> <td>Mentored Paper</td> </tr> <tr> <td style="background-color: #D3D3D3;"></td> <td>Seminars and Workshops</td> <td style="background-color: #D3D3D3;"></td> <td>Distance Learning</td> <td style="background-color: #D3D3D3;"></td> <td>Independent Assignments</td> <td style="background-color: #D3D3D3;"></td> <td>Laboratory</td> <td style="background-color: #D3D3D3;"></td> <td>Misc.</td> </tr> </table>	X	Lectures	X	Exercises		Field Trips		Multimedia and Network		Mentored Paper		Seminars and Workshops		Distance Learning		Independent Assignments		Laboratory		Misc.
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3.6. Course Language	Croatian Language																				
3.7. Student Obligations	Regular class attendance and active participation in the learning process.																				
3.8. Monitoring Student Work and ECTS	<table border="1"> <tr> <td style="background-color: #D3D3D3; text-align: center;">1</td> <td>Class Attendance</td> <td style="background-color: #D3D3D3;"></td> <td>Written Exam</td> <td style="background-color: #D3D3D3;"></td> <td>Seminar Paper</td> <td style="background-color: #D3D3D3; text-align: center;">2</td> <td>Preliminary Exam(s)</td> <td style="background-color: #D3D3D3; text-align: center;">1</td> <td>Project</td> </tr> <tr> <td style="background-color: #D3D3D3;"></td> <td>Activities in Class</td> <td style="background-color: #D3D3D3;"></td> <td>Oral Exam</td> <td style="background-color: #D3D3D3;"></td> <td>Research</td> <td style="background-color: #D3D3D3;"></td> <td>Essay</td> <td style="background-color: #D3D3D3;"></td> <td>Misc.</td> </tr> </table>	1	Class Attendance		Written Exam		Seminar Paper	2	Preliminary Exam(s)	1	Project		Activities in Class		Oral Exam		Research		Essay		Misc.
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3.9. Grading Students during Class and Final Exam	<table border="1"> <thead> <tr> <th style="background-color: #D3D3D3;">Grade Type</th> <th style="background-color: #D3D3D3;">Points</th> </tr> </thead> <tbody> <tr> <td>1. Class Attendance</td> <td style="text-align: center;">5</td> </tr> <tr> <td>2. Preliminary Exam 1</td> <td style="text-align: center;">40</td> </tr> <tr> <td>3. Preliminary Exam 2</td> <td style="text-align: center;">40</td> </tr> <tr> <td>4. Project</td> <td style="text-align: center;">15</td> </tr> <tr> <td style="background-color: #D3D3D3;">Total points (lectures + final exam)</td> <td style="background-color: #D3D3D3; text-align: center;">100</td> </tr> </tbody> </table>	Grade Type	Points	1. Class Attendance	5	2. Preliminary Exam 1	40	3. Preliminary Exam 2	40	4. Project	15	Total points (lectures + final exam)	100								
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3.10. Obligatory Literature	1. Malović, S. (2003). <i>Novine</i> , Zagreb: Sveučilišna knjižara.																				
3.11. Supplementary Literature	<ol style="list-style-type: none"> Mihovilović, M. (2008). <i>Profesionalni novinar</i>, Zagreb: Profil. Ruž-Mohl, S., Zagorac Keršer, A. (2005). <i>Novinarstvo</i>, Beograd: Clio. 																				
3.12. Quality Monitoring Methods	Observations and evaluation of teaching; student questionnaires																				

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