



COURSE SYLLABUS

2019/2020 Academic Year

GENERAL COURSE INFORMATION

1.1. Course Name	Public Relations Regulation								
1.2. Study Programme	Communication Management undergraduate professional study programme								
1.3. Course Short Name	POOSJ	1.7. Year of Study	Third						
1.4. Course Code	CM19131	1.8. Semester	Fifth / Winter						
1.5. Course Status	Obligatory	1.9. ECTS	4						
1.6. Course Structure	<table border="1"> <thead> <tr> <th>Course Structure</th> <th>Hours</th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td>20</td> </tr> <tr> <td>Excercises</td> <td>10</td> </tr> </tbody> </table>	Course Structure	Hours	Lectures	20	Excercises	10	1.10. Class Venue and Schedule	Bernays – According to published schedule
Course Structure	Hours								
Lectures	20								
Excercises	10								

2. TEACHING STAFF

2.1. Lecturer in Charge	Zdravko Kedžo	2.6. Course Associates	Marta Takahashi
2.2. Academic Rank	PhD	2.7. Academic Rank	MA
2.3. Teaching Rank	Senior lecturer	2.8. Teaching Rank	Lecturer
2.4. Contact e-mail	zdravko.kedzo@bernays.hr	2.9. Contact e-mail	marta.takahashi@bernays.hr
2.5. Consultations	According to published schedule	2.10. Consultations	According to published schedule

3. COURSE DESCRIPTION

3.1. Course Objectives	The aim of the course is to acquire knowledge about media legislation in the Republic of Croatia, but also to raise the awareness and understanding of the position and responsibility of the media in the overall communication process. In this direction, one part of the curriculum (theoretical, but also part of the exercises) is devoted to the analysis and proper assessment of the place and role of media actors in general, as well as current Croatian media reality - print and electronic media. Students are expected to be able to consolidate acquired knowledge and articulate legitimate and ethical issues related to legal regulation in the media field. and to critically reflect on the place, role and meaning of media as an indispensable "tool" in communication.
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3.2. Enrolment Criteria	There are no specific requirements for enrolment in this course.																		
3.3. Learning Outcomes	<p>LO1. Distinguish legal and self-regulatory acts.</p> <p>LO2. Apply the key provisions of Media Act, Electronic Media Act and the Right of access to information.</p> <p>LO3. Identify and analyse examples of violations of law in media content.</p> <p>LO4. Explain the legal frameworks for advertising and copyright protection.</p>																		
3.4. Course Content	<p>1. Introduction to law. Legal act and legal norm. The relationship between ethics and laws. Media Act – obligations and rights of journalists, editors and publishers. The right to correct inaccurate personal information.</p> <p>2. Electronic Media Act.</p> <p>3. Media and the protection of juveniles. Right of access to information.</p> <p>4. Act on Croatian Radio-Television.</p> <p>5. Preliminary Exam 1.</p> <p>6. Legal advertising frameworks.</p> <p>7. The right to privacy and the protection of reputation and honour in the media. Copyright and Related Rights Act.</p> <p>8. Personal Data Protection.</p> <p>9. Freedom of expression.</p> <p>10. Preliminary Exam 2.</p>																		
3.5. Types of Class Activities	X	Lectures	X	Exercises		Field Trips	Multimedia and Network		Mentored Paper										
		Seminars and Workshops		Distance Learning		Independent Assignments	Laboratory		Misc.										
3.6. Course Language	Croatian Language																		
3.7. Student Obligations	Regular attendance.																		
3.8. Monitoring Student Work and ECTS	1	Class Attendance		Written Exam		Seminar Paper	3 Preliminary Exam(s)		Project										
		Activities in Class		Oral Exam		Research	Essay		Misc.										
3.9. Grading Students during Class and Final Exam	<table border="1" data-bbox="395 1630 1070 1839"> <thead> <tr> <th>Grade Type</th> <th>Points</th> </tr> </thead> <tbody> <tr> <td>1. Class Attendance and Teaching Activity</td> <td>20</td> </tr> <tr> <td>2. Preliminary Exam 1</td> <td>40</td> </tr> <tr> <td>3. Preliminary Exam 2</td> <td>40</td> </tr> <tr> <td>Total Points</td> <td>100</td> </tr> </tbody> </table>									Grade Type	Points	1. Class Attendance and Teaching Activity	20	2. Preliminary Exam 1	40	3. Preliminary Exam 2	40	Total Points	100
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Total Points	100																		
3.10. Obligatory Literature	<p>1. Ustav Republike Hrvatske (NN 85/10) – pročišćeni tekst (selected articles)</p> <p>2. Europska konvencija za zaštitu ljudskih prava i temeljnih sloboda (selected articles)</p>																		



3. Zakon o medijima (NN 59/04, 84/11, 81/13)
4. Zakon o elektroničkim medijima (NN 153/09, 84/11, 94/13, 136/13)
5. Zakon o Hrvatskoj radioteleviziji (NN 137/10, 76/12, 78/16)
6. Zakon o pravu na pristup informacijama (NN 25/13, 85/15)
7. Zakon o zaštiti osobnih podataka (NN 103/03, 118/06, 41/08, 130/11, 106/12) (selected articles)
8. Kazneni zakon (NN 79/07, 86/12) (selected articles)
9. Zakon o autorskom pravu i drugim srodnim pravima (NN 167/03, 79/07, 80/11, 125/11, 141/13, 127/14) (selected articles)
10. Zakon o HINA-i (NN 96/01) (selected articles)

3.11. Supplementary Literature

1. Jurišić, J. i dr. (2007). Manipulacija čitateljima – prikriveno oglašavanje u hrvatskim novinama. *Politička misao*, 44, 1, 117-135.
2. Prancić, V. (2008). Pravo na ispravak objavljene informacija i pravo na odgovor na objavljenu informaciju prema Zakonu o medijima. *Zbornik PFZ*, 58, 5, 1231-1280.
3. Radolović, A. (2006). Odnos prava osobnosti i medijskog prava. *Zbornik Pravnog fakulteta Sveučilišta u Rijeci*, 28 (1).
4. Bojanić, I. (2007). Kaznena djela protiv časti i ugleda. U: Novoselec, P. (ur.), *Posebni dio kaznenog prava*. Zagreb: Sveučilište u Zagrebu.
5. Jug Duraković, M. (2009). Pregled razvoja autorskog prava u Republici Hrvatskoj s naglaskom na promjene uvjetovane usklađivanjem s pravnom stečevinom EU. *Zbornik radova Pravnog fakulteta u Splitu*, 46, 3, 613-630.
6. Jergović, B. (2003). Zakonske promjene i tisak u Hrvatskoj od 1990. do 2002. *Politička misao*, 40, 1, 92-108.
7. Hebrang, V. (2010). Ostvarivanje prava na ispravak medijske objave. *Medi.Anali*, 4, 8, 43-64.
8. Rajko, A. (2012). Pristup novinara informacijama javnog sektora. *Hrvatska i komparativna javna uprava*, 12, 2, 555-572.
9. Boban, M. (2012). Pravo na privatnost i pravo na pristup informacijama u suvremenom informacijskom društvu. *Zbornik radova Pravnog fakulteta u Splitu*, 49, 3, 575-598.
10. Flego, M. (2009). *Zaštita privatnosti djece u medijima – Zbornik priopćenja s tribine*. Zagreb: Ured pravobanitelja za djecu.
11. Perić, B. (1994). *Struktura prava*. Zagreb: Pravni fakultet u Zagrebu.
12. Perić, B. (1994). *Država i pravni sustav*. Zagreb: Pravni fakultet u Zagrebu.
13. Sokol, S., Smerdel, B. (2006). *Ustavno pravo*. Zagreb: Narodne novine.

3.12. Quality Monitoring Methods

Observations and evaluation of teaching; student questionnaires