



## COURSE SYLLABUS

2019/2020 Academic Year

### 1. GENERAL COURSE INFORMATION

1.1. Course Name	Media Lab								
1.2. Study Programme	Communication Management undergraduate professional study programme								
1.3. Course Short Name	MEDPR	1.7. Year of Study	Second, Third						
1.4. Course Code	CM19152	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>0</td> </tr> <tr> <td>Exercises</td> <td>60</td> </tr> </tbody> </table>		Type of Class	Total Hours	Lectures	0	Exercises	60	1.10. Class Venue and Schedule
	Type of Class	Total Hours							
	Lectures	0							
Exercises	60								
		Bernays – According to published schedule							

### 2. TEACHING STAFF

2.1. Lecturer in Charge	Lana Ciboci	2.6. Course Associates	Silvija Londero, Dario Markas, Ivan Vrdoljak, Ilija Jandrić
2.2. Academic Rank	PhD	2.7. Academic Rank	MA/MA/MA/MA
2.3. Teaching Rank	Assistant Professor	2.8. Teaching Rank	Lecturer / Asisstant/ Asisstant/ Asisstant
2.4. Contact e-mail	lana.ciboci@bernays.hr	2.9. Contact e-mail	<a href="mailto:silvija.londero@bernays.hr">silvija.londero@bernays.hr</a> , <a href="mailto:dario.markas@bernays.hr">dario.markas@bernays.hr</a> , <a href="mailto:ivan.vrdoljak@bernays.com">ivan.vrdoljak@bernays.com</a> , <a href="mailto:ilija.jandric@bernays.hr">ilija.jandric@bernays.hr</a>
2.5. Consultations	According to published schedule	2.10. Consultations	According to published schedule

### 3. COURSE DESCRIPTION

#### 3.1. Course Objectives

The objective of the course is to teach students to independently produce journalistic content of different formats in different newsrooms.



<b>3.2. Enrolment Criteria</b>	There are no specific enrolment requirements.																				
<b>3.3. Learning Outcomes</b>	<p>LO1: Develop, analyse and evaluate content in the print media.</p> <p>LO2: Develop, analyse and evaluate content on the radio.</p> <p>LO3: Develop, analyse and evaluate content on the television.</p> <p>LO4: Develop, analyse and evaluate content on Internet portals.</p>																				
<b>3.4. Course Content</b>	<ol style="list-style-type: none"> <li>1. Introductory lecture. Introducing students to the course and learning outcomes.</li> <li>2. Print media genres – types, characteristics and production</li> <li>3. Radio genres – types, characteristics and production</li> <li>4. Television genres – types, characteristics, and production</li> <li>5. Genres in Internet journalism – types, characteristics, and production</li> </ol>																				
<b>3.5. Types of Class Activities</b>	<table border="1"> <tr> <td>Lectures</td> <td style="text-align: center;">X</td> <td>Exercises</td> <td></td> <td>Field Trips</td> <td></td> <td>Multimedia and Network</td> <td></td> <td>Mentored Paper</td> </tr> <tr> <td>Seminars and Workshops</td> <td></td> <td>Distance learning</td> <td style="text-align: center;">X</td> <td>Independent Assignments</td> <td></td> <td>Laboratory</td> <td></td> <td>Misc.</td> </tr> </table>	Lectures	X	Exercises		Field Trips		Multimedia and Network		Mentored Paper	Seminars and Workshops		Distance learning	X	Independent Assignments		Laboratory		Misc.		
Lectures	X	Exercises		Field Trips		Multimedia and Network		Mentored Paper													
Seminars and Workshops		Distance learning	X	Independent Assignments		Laboratory		Misc.													
<b>3.6. Course Language</b>	Croatian Language																				
<b>3.7. Student Obligations</b>	Regular class attendance and participation.																				
<b>3.8. Monitoring Student Work and ECTS</b>	<table border="1"> <tr> <td>2</td> <td>Class Attendance</td> <td></td> <td>Written Exam</td> <td></td> <td>Seminar Paper</td> <td></td> <td>Preliminary Exam(s)</td> <td>2</td> <td>Project/Exercises</td> </tr> <tr> <td></td> <td>Activities in Class</td> <td></td> <td>Oral Exam</td> <td></td> <td>Research</td> <td></td> <td>Essay</td> <td></td> <td>Misc.</td> </tr> </table>	2	Class Attendance		Written Exam		Seminar Paper		Preliminary Exam(s)	2	Project/Exercises		Activities in Class		Oral Exam		Research		Essay		Misc.
2	Class Attendance		Written Exam		Seminar Paper		Preliminary Exam(s)	2	Project/Exercises												
	Activities in Class		Oral Exam		Research		Essay		Misc.												
<b>3.9. Grading Students during Class and Final Exam</b>	<table border="1"> <thead> <tr> <th>Grade Type</th> <th>Points</th> </tr> </thead> <tbody> <tr> <td>1. Class Attendance</td> <td>10</td> </tr> <tr> <td>2. Independent Assignments</td> <td>90</td> </tr> <tr> <td><b>Total Points (lectures + final exam)</b></td> <td><b>100</b></td> </tr> </tbody> </table>	Grade Type	Points	1. Class Attendance	10	2. Independent Assignments	90	<b>Total Points (lectures + final exam)</b>	<b>100</b>												
Grade Type	Points																				
1. Class Attendance	10																				
2. Independent Assignments	90																				
<b>Total Points (lectures + final exam)</b>	<b>100</b>																				
<b>3.10. Obligatory Literature</b>	<ol style="list-style-type: none"> <li>2. Malović, Stjepan (2005) <i>Osnove novinarstva</i>, Zagreb: Golden marketing – Tehnička knjiga. (selected chapters)</li> <li>3. Letica, Zvonko (2003). <i>Televizijsko novinarstvo</i>. Zagreb: Disput. (selected chapters)</li> <li>4. Mučalo, Marina (2010). <i>Radio – medij 20. stoljeća</i>. Zagreb: AGM. (selected chapters)</li> </ol>																				
<b>3.11. Supplementary Literature</b>	<ol style="list-style-type: none"> <li>1. Brautović, Mato (2011). <i>Online novinarstvo</i>. Zagreb: Školska knjiga.</li> <li>2. Burns, Lynette Sheridan(2009) <i>Razumjeti novinarstvo</i>, Zagreb: Naklada medijska istraživanja.</li> <li>3. Rus-Mol, Štefan; Zagorac Keršer, Ana (2014) <i>Novinarstvo</i>, Beograd: Clio.</li> <li>4. Tomić, Boban (2012) <i>Uvod u medije</i>, Beograd: Čigoja štampa.</li> <li>5. Mihovilović, Maroje (2007) <i>Profesionalni novinar : kako u vijesti otkriti temu</i>, Zagreb: Profil International, Visoka novinarska škola.</li> <li>6. Bobić, Drago (1987) <i>Što s događajem: o umijeću novinskog obaveštavanja</i>, Zagreb: Informator. (selected chapters)</li> </ol>																				



## 3.12. Quality Monitoring Methods

Observations and evaluation of teaching; student questionnaires