



COURSE UNIT DESCRIPTION

Course unit title	Code
Media and Democracy: Who Creates What?	

Annotation
In this course, students will be introduced to the intersection of media and democracy. How in the modern world modern ideas affect individuals, change societies, why such processes arise and where they lead - some of the questions that will be raised during the studies. We will read and analyze contemporary and classic authors and find out how the media strengthens (weakens) democracy.

Lecturer(s)	Department, Faculty
Coordinating: L. Kontrimas	Faculty of Communication
Other:	

Study cycle	Type of the course unit
Bachelor	Optional

Mode of delivery	Semester or period when it is delivered	Language of instruction
Face-to-face lectures and seminars	Spring	English

Requisites	
Prerequisites:	Co-requisites (if relevant):

Number of ECTS credits allocated	Student's workload (total)	Contact hours	Individual work
5	130	36	94

Purpose of the course unit: programme competences to be developed		
After completing the course, students will be able to recognize, analyze and form their own opinion about the processes in modern societies where democracy is strongly influenced by the media.		
Learning outcomes of the course unit	Teaching and learning methods	Assessment methods
Students will learn about the main changes in the environment of media and democracy, they will be able to distinguish and follow the manifestations of those changes in their environment, the	Problem-based teaching, research methods (information search), demonstration, sample analysis, report	Open-ended and closed-ended questions for the seminar year, presentation and assessment of practice

media or society, they will be able to independently delve into important theoretical approaches that study the intersections of media and democracy.	preparation, research methods (information search, literature reading, analysis, report preparation and presentation)	assignments, preparation of oral presentations and presentations.
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Course content: breakdown of the topics	Contact hours						Individual work: time and assignments	
	Lectures	Tutorials	Seminars	Workshops	Laboratory work	Contact hours, total	Individual work	Assignments
1. Foundations of democracy	1		1			2	6	Davis, A., Fenton, N., Freedman, D., Khiabany, G. Democracy Without Political Parties? In: Davis, A., Fenton, N., Freedman, D., Khiabany, G. 2020. Media, Democracy and Social Change. SAGE Publications. P.77-95.
Media 1: conceptual history Media 2: from journalism to churnalism	3		3			6	6	Muhlmann, G. 2008. Political History of Journalism. Polity; P.6-28. Johnston, J. & Forde, S. 2017. Churnalism, Digital Journalism, 5:8. P. 943-946.
3. Public sphere and my ego	1		1			2	6	Wodak, R., Koller, V. 2008. Introduction: Shifting boundaries and emergent public spheres. In: Wodak, R.,

									Koller, V. 2008. Handbook of Communication in the Public Sphere. De Gruyter. P.1-20.
4. Media marketisation. Personal branding	3		3				6	6	Chritton, S. 2014. Defining Who You Are. In: Chritton, S. 2014. Personal Branding For Dummies. Wiley. P.55-87.
5. Mediatisation: conceptual overview; Consequences of mediatisation and politics; Consequences of mediatisation: priming, framing and agenda setting	4		4				8	6	Krotz, F. 2017. Explaining the Mediatisation Approach. Javnost - The Public. Journal of the European Institute for Communication and Culture. 24:2, p. 103-118; Marcinkowski, F. Mediatisation of Politics: Reflections on the State of The Concept. Javnost - The Public. Journal of the European Institute for Communication and Culture. 21:2, p. 5-22; McCombs, M., Shaw, D., Weaver, D. 2013. Political Advertising Influence on News, the Public, and Their Behaviour. In: McCombs, M., Shaw, D., Weaver, D. 2013.

									Communication and Democracy. Taylor & Francis, P.85-97.
6. Social media: limits and extensions	2		2				4	6	Mahon, C. M. 2019. Profiles. In: Mahon, C. M. 2019. The Psychology of Social Media. Taylor and Francis. P.11-23.
7. Knowledge (information) environment: structure and functioning	1	2	1				4	5	Tasks according to the lecture material
8. Media and democracy: interaction vs destruction	1	2	1				4	5	Tasks according to the lecture material
Total	16	4	16				36	94	

Assessment strategy	Weight %	Deadline	Assessment criteria
Work in the auditorium and during seminars	30		5 points: the topic is prepared, the presentation is clear and smooth, the level of analysis is high, the citation is sufficient and accurate, the attendance is excellent; 4 points: the topic is prepared, but there is no detail, the analysis is not deep, the attendance is excellent; 3 points: the topic is prepared, the presentation is clear, smooth, the level of analysis is high, the citation is sufficient and accurate, but the attendance is poor; 2 points: poorly prepared topic, poor citation and weak analysis, attendance - good; Score 1: Very poor topic preparation, no citations, lots of empty text.
Preparation and presentation of reports	20		2 points: well-prepared report and presentation is fluent, structured, based on the presented literature and presenting own conclusions and summaries; Score 1: the report is prepared, but sources and summaries are lacking.
Oral exam	30		3 points: complete and correct answer to the questions; 2 points: the answer is not complete, with errors; 1 point: answers to questions are poorly prepared, with errors.

Written exam	20		Same as in "Work in the auditorium and during seminars"
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Author	Publishing year	Title	Issue of a periodical or volume of a publication; pages	Publishing house or internet site
Required reading				
Davis, A., Fenton, N., Freedman, D., Khiabany, G.	2020	Media, Democracy and Social Change		SAGE Publications
Wodak, R., Koller, V.	2008	Handbook of Communication in the Public Sphere		De Gruyter
McCombs, M., Shaw, D., Weaver, D.	2013	Communication and Democracy.		Taylor & Francis
Muhlmann, G.	2008	Political History of Journalism		Polity
Chritton, S.	2014	Personal Branding For Dummies		Wiley
Marcinkowski, F.		Mediatization of Politics: Reflections on the State of The Concept. Javnost - The Public	Journal of the European Institute for Communication and Culture. 21:2, p. 5-22	
Mahon, C. M.	2019	The Psychology of Social Media		Taylor and Francis
Recommended reading				
Johnston, J. & Forde, S.	2017	Churnalism	Digital Journalism, 5:8. P. 943-946	
Krotz, F.	2017	Explaining the Mediatization Approach	Javnost - The Public. Journal of the European Institute for Communication and Culture. 24:2, p. 103-118.	