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| **Your faculty or university:**  Journalism DPT, Lviv National University | | | | | | | | |
| **Study Program: Journalism** | | | | | | | | |
| **Module Code**  **(Код модуля)** | ED 2.1.2.05 | | **Level** | BA | | **Module Title**  **(Назва модуля)** | | Media Criticism |
| **Credits ECTS**  **(Кредити**) |  | | **Year**  **(Рік)** | 3 | | **Weeks**  **(Тижні)** | | Semester 1 |
| **Main campus location** | | | | | | Faculty of Journalism, Ivan Franko National University of Lviv | | |
| **Commence**  **(Початок)** | | September 2020 | | | **Briefing**  **(Інструктаж / вступна лекція)** | | September 2020 | |
| **Module Lead/s**  **(Керівник модуля / навчальної дисципліни)** | | Pavlo Alexandrov | | | **Lecturers**  **(Лектори)** | | Pavlo Alexandrov | |
| **Pre-requisite or co-requisite.** | | | | | **Content module 1. Media criticism: what is it, for whom, why?**  Topic 1. Public need for media criticism. Functions and goals of media criticism.  Topic 2. Specifics of creation of media materials.  Topic 3. Media criticism and latest technologies of mass communication.  Topic 4. Stereotypes in mass communication.  Topic 5. Cognitive distortions of reality in the media.  **Content module 2. What are the media criticized for?**  Topic 6. Fakes and hoaxes in the media. Who is behind the spread of false information and how to recognize it.  Topic 7. Manipulative technologies in advertising and propaganda: effects and means of neutralization.  Topic 8. Media violence. Motifs of aggression and cruelty on screen: causes, consequences, control issues.  Topic 9. Eroticism and pornography in the media system.  Topic 10. Freedom and censorship. Kinds of censorship in authoritarian and democratic societies. | | | |

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| **Class Contact Time** | Total number of hours is 84 |
| **Independent study time** | Total number of hours is 36 |

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| **Description of the module**  The course of "Media Criticism" is designed for 3rd year students. The proposed course is intended for students to acquire basic knowledge and skills in media criticism. In addition to general information about the goals, functions and specifics of media criticism, the course covers a number of problematic topics related to the media space: fakes and hoaxes, manipulative techniques, media violence, exploitation of erotic motifs etc. In order to successfully develop the skills of a media journalist, students must learn to create media criticism materials | |
| **Project Aims** | |
| **What You Will LEARN? (Що ви вивчаєте/ дізнаєтесь?)** | **What You DO? Teaching and learning activities?**  **(Що ви будете робити / Як ви це будете робити? / лабораторно-практична діяльність)** |
| Basic theoretical principles of functioning of media criticism.  Current trends of development of media technologies, trends of journalism, journalism of the future.  Violation of journalistic standards, various forms of discrimination in the media and ways to prevent these phenomena.  How to distinguish manipulative technologies in the media and to recognize different types of censorship in media texts  How to write quality media criticism texts | Studying theoretical literature and the latest publications by experts in this field. Review and analysis of the specifics of work of specialized media publications.  Review and analysis of various forms of media content in terms of its professional quality. Independent search for and critical reflection on media publications that violate journalistic ethics.  Conducting master classes with invited media professionals. Preparing two media materials and publishing them on mediakrytyka.info or another media criticism platform. |

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| **Learning Outcomes**  **Intended Learning Outcomes upon successful completion of the Module**  Analysing media outlets (at the student's choice) regarding their compliance with the basic principles of media criticism as a field of journalistic activity.  Preparing a full-fledged media material for publication.  Application in practice of the technique of writing texts for media criticism online publications | **Indicative Deliverables:**  Ability to professionally assess the modern media product, navigate the media space and understand the current trends in the development of the media sphere.  Development of professional critical thinking with regard to modern media content.  Awareness of the main theories of the influence of the media on the mass consciousness.  Ability to create quality media content: different types of reviews. |

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| **Assessment and feedback** |
| **Formative Assessments. Please refer to detailed project schedule for key dates and deliverables.**  **(Формувальні оцінки. Будь ласка, вкажіть докладний графік).** |
| Lecturers offer advice to students at each stage of preparation of the material and at the end of the semester they assess them according to the following criteria:  1. Ability to cover the topic clearly and profoundly.  2. Ability to work with factual information (facts, links, expert comments, photos, etc.). For interviewing – ability to ask questions and get interesting facts from the interlocutor).  3. Ability to construct an interesting headline and lead-in.  4. Compliance with deadlines for material submission.  5. Professional and stylistic literacy.  The course consists of 16 lectures and 16 practical classes. |
| **Summative Assessments. Please refer to detailed project schedule for key dates and deliverables.**  **(Підсумкові оцінки).** |
| The course of "Media Criticism" concludes in a pass-or-fail exam, which involves assessments based on a 100-point system (40 points are scored by students during practical classes, 10 points are awarded for the colloquium (oral questioning of each student at the end of semester concerning theoretical material), and 25 points are awarded for every published (or pending publication) media criticism story. |