**Theory of Mass Media Communication – state exam questions for the Bachelor’s study program Media Relations in English**

1. Key terms related to theory of mass media communication and basic concepts: communication, communicator, medium. Layers of communication (unilateral, bilateral, multilateral). Types of the media and their specifications (differences and main characteristics – interpersonal media, mass media, network media). Elements of the communication chain.
2. The media in historical perspective and development phases of human

communication (primary, secondary, tertiary, quaternary media; phases and stages of the development of human communication using definitions by

S. Ball-Rokeach, M. McLuhan).

1. The overview and timeframe associated with development of means of mass communication (press, newspapers and magazines, telegraph, telephone, radio, television, the Internet, new media).
2. Basic approaches to media research – characteristics (socio-centric and medium-centric approaches and other levels of media research). Socially scientific, cultural, normative, organizational, everyday theories – basic characteristics. Relationship between the media and society.
3. Four models of communication.
4. Mass communication – definition and conceptual specification; definition of terms – small group, crowd, public, mass (definitions of G. Gerbner and D.

McQuail), the concept of mass.

1. Basic features of mass audience – media audience; the concept of active audience, passive audience.
2. The media as social institutions; social integration function of journalism

and the media; basic functions of the media (according to H. Lasswell,

Ch. Wright, D. McQuail).

1. Theories dealing with the relationship between the media and society I.: theory of mass society; Marxist media theory and critical political economy; functionalist theory of the media.
2. Theories dealing with the relationship between the media and society II.: theory of social construction; theory of technological determinism; theory of the information society.
3. Normative theories of the media and four theories of the press (the Authoritarian theory, the Libertarian theory, the Soviet Communist theory, the

Social Responsibility theory); Development Press theory and Democratic-participant Press theory.

1. The Frankfurt School – object of research; time period; representatives.
2. The Birmingham School – object of research; time period; representatives.
3. The Toronto School – object of research; time period; representatives.
4. The relationship between content and audience – characteristics of the hypodermic-needle model; “uses and gratifications” theory; Hall’s theory of

coding and decoding (typology of the media audience and S. Hall’s Reception theory).

1. Media effects – basic concepts of the media effects (All-powerful media – the hypodermic needle / magic bullet model, Two-step flow of communication, the influence of personal social contacts and opinion leaders).
2. Typology of media effects – kinds and categories of media effects.
3. Development phases of the media effects.
4. Social responsibility of the media – fundamental principles (Four Theories of the Press, normative media theories, the Commission on Freedom of the Press). The issue of news objectivity (objectivity of the media), editorial responsibility for the content.
5. Ways of controlling the media (self-censorship, ethical codes, legislation).

Terms of regulating the press and electronic media.

1. The Slovak media system; the Dual Broadcasting System (basic characteristics of the public and commercial media); changes in the

Czechoslovak and (later) Slovak media system after 1989.

1. Media production – subjects of the media production; interpretation of the media production by J. B. Thompson (media interaction; the front stage and back stage lines of media production). Definition of the media system

(according to D. McQuail, I. Reifová, D. Hallin and P. Mancini, A. Remišová).

1. Horizontal and vertical concentration of the media; media globalization. Transnationalization of the media. Media corporations.
2. The notion of style and its types. Classification of styles. Trichotomic and dichotomic classification of journalistic genres. Vocabulary, syntax and composition of different genre groups.
3. Text structure, text constructing and text categories (cohesion, coherence,intertextuality, information value, anthropocentricity, evaluation, modality, emotivity). Ways of construction of the text: chronological, logical, and dynamic (emphatic) ones. Text strong positions (the title, the headline, epigraph).

**Literature:**

1. McQUAIL, D.: *Úvod do teorie masové komunikace*. Praha : Portál, 2009. 639 p. ISBN 978-80-7367-574-5.
2. McQUAIL, D.: *Mass Communication Theory*. London : Sage, 2010. 621 p.

ISBN 978-1-84920-292-3.

1. PETRANOVÁ, D., ČÁBYOVÁ, Ľ.: *Media Relations I*. Trnava : Fakulta masmediálnej komunikácie UCM, 2011. 490 p. ISBN 978-80-8105-228-6.
2. PETRANOVÁ, D., ČÁBYOVÁ, Ľ.: *Media relations II*. Trnava : Fakulta masmediálnej komunikácie UCM, 2011. 388 p. ISBN 978-80-8105-229-3.
3. BREČKA, S. et al.: *Od tamtamov po internet*. Bratislava : EuroKódex BVŠP, 2009. 320 p. ISBN 978-80-89363-29-2.
4. REIFOVÁ, I. et al.: *Slovník mediální komunikace*. Praha : Portál, 2004. 327 p.

ISBN 80-7178-926-7.

1. FLUSSER, V.: *Komunikológia.* Bratislava : Mediálny inštitút, 2002. 253 p. ISBN 80-968770-0-3.
2. PRAVDOVÁ, H.: *Determinanty kreovania mediálnej kultúry.* Trnava : Fakulta masmediálnej komunikácie UCM, 2009. 361 p. ISBN 978-80-8105-113-5.
3. REMIŠOVÁ, A.: *Etika médií*. Bratislava : Kalligram, 2010. 312 p. ISBN 978-80-

8101-379-8.

1. DRGONEC, J.: *Základy masmediálneho práva.* Bratislava : Eurokódex, 2008.

499 p. ISBN 978-80-89363-04-9.

1. HALLIN, D. C., MANCINI, P.: *Systémy médií v postmoderním světe*. Praha : Portál, 2008. 368 p. ISBN 978-80-7367-377-2.
2. TRAMPOTA, T., VOJTĚCHOVSKÁ, M.: *Metody výzkumu médií*. Praha : Portál, 2010. 293 p. ISBN 978-80-7367-683-4.
3. ČÁBYOVÁ, Ľ.: *Mediálny marketing*. Trnava : Fakulta masmediálnej komunikácie UCM, 2010. 126 p. ISBN 978-80-8105-174-6.
4. STURKEN, M., CARTWRIGHT, L.: *Studia vizuální kultury*. Praha : Portál,

2009. 466 p. ISBN 978-80-7367-556-1.

1. POSTMAN, N.: *Ubavit se k smrti*. Praha : Mladá fronta, 2010. 204 p. ISBN 978-80-204-2206-4.
2. HVÍŽĎALA, K.: *Restaurování slov*. Praha : Portál, 2008. 300 p. ISBN 978-80-

7367-374-1.

1. FORET, M., LAPČÍK, M., ORSÁG, P.: *MÉDIA DNES: Reflexe mediality, médií* *a mediálních obsahů.* Olomouc : Univerzita Palackého v Olomouci, 2008. 431p. ISBN 978-80-244-2023-3.
2. JIRÁK, J., KÖPPLOVÁ, B.: *Média a společnost*. Praha : Portál, 2003. 205 p.

ISBN 80-7178-697-7.

1. TRAMPOTA, T.: *Zpravodajství*. Praha : Portál, 2006. 192 p. ISBN 807367096-8.
2. VIŠŇOVSKÝ, J.: *Televízia vo Veľkej Británii. História, fakty, súvislosti*. Trnava

: Fakulta masmediálnej komunikácie UCM, 2013. 120 p. ISBN 978-80-8105-

508-9.

1. THOMPSON, J. B.: *Média a modernita*. Praha : Karolinum, 2004. 215 p. ISBN

80-264-0652-6.

1. VOJTEK, J.: *Dejiny svetových novinárstiev (anglického a amerického)*. Trnava : Fakulta masmediálnej komunikácie UCM, 2010. 445 p. ISBN 978-80-8105-

199-9.

1. PROKOP, D.: *Boj o média*. Praha : Karolinum, 2005. 409 p. ISBN 80-246-0618-6.
2. RANKOV, P.: *Informačná spoločnosť*. Levice : Koloman Kertész Bagala, 2006.

173 p. ISBN 80-89129-91-9.

1. McCOMBS, M.: *Agenda setting*. Praha : Portál, 2009. 251 p. ISBN 978-80-

7367-591-2.

1. KUNCZIK, M.: *Základy masové komunikace*. Praha : Karolinum, 1995. 307 p. ISBN 80-7184-134-X.
2. CHOVANEC, J., HOTÁR, V. S.: *Politológia. Terminologický* *a výkladový* *slovník*. Trnava : Fakulta masmediálnej komunikácie UCM, 2010. 590 p. ISBN978-80-89241-34-7.
3. BREČKA, S., ONDRÁŠIK, B., KEKLAK, R.: *Médiá a novinári na Slovensku* *2010*. Bratislava : Eurokódex, 2010. 232 p. ISBN 978-80-89447-32-9.
4. McLUHAN, M.: *Člověk, média a elektronická kultura*. Brno : JOTA, 2008. 420 p. ISBN 978-80-7217-128-6.
5. PRAVDOVÁ, H.: *Systém a organizácia práce v tlačovom médiu*. Trnava :

Fakulta masmediálnej komunikácie UCM, 2004. 123 p. ISBN 80-89034-74-8.

1. PRAVDOVÁ, H.: *Sociokultúrny kontext masovej komunikácie*. Bratislava :

Národné osvetové centrum, 2009. 134 p. ISBN 978-80-7121-314-7.

1. RUSS-MOHL, S., BAKIČOVÁ, H.: *Žurnalistika*. Praha : Grada, 2005. 316 p. ISBN 80-2470158-8.
2. TUŠER, A.: *Ako sa robia noviny*. Bratislava : Eurokódex, 2010. 288 p. ISBN 9788089447237.