Media Psychology and Sociology of the Media – state exam questions

for the Bachelor's study program Media Relations in English

1. Media worker in terms of media psychology. Image of a media worker: the types of image. Big Five Personality Traits.
2. Psychological characteristics of audience. Audience typology. Audience behaviour. Relationship between the media audience, media and media content.
3. The process of media perception. Attention in perception, understanding media contents. Perception of the press, radio, television, online media.
4. Selection of media information. Agenda setting, gatekeeping. Stages of gatekeeping, factors influencing a gatekeeper.
5. Presentation of media information. Parts of speech and their use in the media content. Language accuracy.
6. Evaluation of media information. News values.
7. Stereotypes in the media. Gender stereotypes; presenting men and women. The beauty myth.
8. Stereotypes used when presenting social groups, minorities, people with physical disabilities, mentally disabled people.
9. Effects and effectiveness of the media on the mental state of recipients. Types of media effects. Media priming.
10. Prosocial effects of the media. Prosocial behaviour. Prosocial TV programs.
11. Negative effects of the media. Effects of media violence. Negative effects of the media on children and adolescents.
12. Manipulative techniques in the mass media.
13. Parasocial interaction, cyber-relationship. Fans and celebrities. Model of "fandom".
14. Media performances of individuals (the public): reality shows, TV magazines, morning broadcast, TV shows, entertainment programs and game shows / competition TV programs.
15. Social communication. Models, forms and functions of social communication.
16. Social category. Social group and its structure. Characteristics of professional roles in the mass media.
17. Intercultural communication competence. Socio-cultural contexts of human communication of "high" and "low" contact. Socio-cultural contexts of information-oriented and socially-oriented society.
18. Globalization and glocalization of media communication. Socio-cultural contexts of online and "face-to-face" communication.
19. Mass society. Mass culture.
20. Media culture.

21. Newspaper style in periodical press (newspaper and magazine writing). Lexis, syntax, and composition of news genres. Genres of newspaper style proper. Press reports: short report (reading notice, flash, single column); extended report (continuous, extending, commenting report); official report (communication, communiqué); dialogized report (news interview); articles purely informational in character; advertisements and announcements.

22. Different types of functional-semantic types of the speech. Typology of the narration, description and reasoning in journalism.

23. Publicistic style. Radio commentary. Oratory (i.e. speeches and orations). Essay (moral, philosophical, and literary). Articles (political, social, and economic) in newspapers, journals and magazines. Book reviews.

24. Media system today. Anglo-American and European news style. Digital mass media. Hard news. Soft news. Information theory and journalism. On-line journalism. Journalistic genres on the Internet.

25. Journalism of rational type (analytical journalism) in periodical press and its properties. News genres, focusing on providing objective information (news story, interview), analytical genres, allowing subjective opinion (analysis, brief news item, commentary, editorial, investigative reportage, journalistic research, leading articles, review), and belletristic genres (report, essay).

26. Journalism of emotional type (literary journalism) in periodical press and its properties. Its varieties: reportage, feuilleton, essay, column.

27. Characteristics of radio communication: radio genres, their typology and subdivision: a) classical radio news casting genres – short news item, news casting interview; b) specific radio news items – reportage news item, telephone news item, informational performance before a microphone; c) other radio genres – commentary, review, interview, radio discussion, talk show, radio narration.

28. Characteristics of television journalistic communication: TV genres, their typology, and subdivision. Types of programmes: news, publicistic, publicistic-documentary, educational, scientific-popular ones; dramatic, entertaining, musical, music-dramatic ones.

Literature:

1. BOREC, T.: *Manažéri na cudzom parkete.* Bratislava : Neopublic Porter Novelli, 2009. 218 p. ISBN 978-80-970227-5-4.
2. CRYSTAL, D.: *Language and the Internet.* Cambridge : Cambridge University Press, 2001. 280 p. ISBN 0-521-80212-1.

3. CRYSTAL, D.: *English as a Global Language.* 2nd Ed. Cambridge : Cambridge University Press, 2003. 212 p. ISBN 0-521-82347-1.
4. LITTLEJOHN, S. W., FOSS, K. A. (eds.): *Encyclopedia of Communication Theory.* California : SAGE Publications, 2009. 1174 p. ISBN 978-1-4129-5937-7.
5. GILES, D.: *Media Psychology.* London : Lawrence Erlbaum Associates, 2003. 336 p. ISBN 0-8058-4048-6.
6. HLAVČÁKOVÁ, S.: *Agentúrna žurnalistika.*Bratislava : Univerzita Komenského in Bratislava, 2001. 230 p. ISBN 80-223-1580-X.
7. HRADISKÁ, E., BREČKA, S., VYBÍRAL, Z.: *Psychológia médií.* Bratislava : Eurokódex, 2009. 416 p. ISBN 978-80-89447-12-1.

8. HRADISKÁ, E., ČERTÍKOVÁ, H., HUDÍKOVÁ, Z.: *Praktikum sociálnej komunikácie.* Žilina : Eurokódex, 2013. 416 p. ISBN 978-80-89447-94-7.
9. MISTRÍK, J.: *Štylistika.* 3rd Ed. Bratislava : MEDIA TRADE, 1997. 598 p. ISBN 80-08-02529-8.
10. PARENTI, M.: Methods of Media Manipulation. In: JENSEN, C. (ed.): *20 Years of Censored News*. New York : Seven Stories Press, 1997, p. 27 – 32. ISBN 1-888363-51-7.
11. PATRÁŠ, V.: K vývinu a premenám e-listu. In: KESSELOVÁ, J., IMRICHOVÁ, M.: *Epištoly o jazyku a jazykovede*. Prešov : Filozofická fakulta Prešovskej univerzity, 2012, p. 42 – 55. ISBN 978-80-555-0638-8.
12. PETRANOVÁ, D.: *Násilie v médiách.* Trnava : Fakulta masmediálnej komunikácie UCM, 2013. 83 p. ISBN 978-80-8105-488-4.
13. PRAVDOVÁ, H.: *Sociokultúrny kontext masovej komunikácie*. Bratislava : Národné osvetové centrum, 2009. 134 p. ISBN 978-80-7121-314-7.
14. RUŽIČKOVÁ, E.: *Picture Dictionary of Gestures. American, Slovak, Japanese and Chinese.* Bratislava : Univerzita Komenského, 2001. 196 p. ISBN 80-223-1675-X.
15. SOLÍK, M.: Media Psychology. In: PETRANOVÁ, D., ČÁBYOVÁ, Ľ. (eds.): *Media Relations I.* Trnava : Fakulta masmediálnej komunikácie UCM, 2011, p. 30 – 55. ISBN 978-80-8105-228-6.
16. ŠKVARENINOVÁ, O.: *Rečová komunikácia.* 2nd Ed. Bratislava : Slovenské pedagogické nakladateľstvo – Mladé letá, 2004. 278 p. ISBN 80-08-00290-9.
17. TRAMPOTA, T.: *Zpravodajství.* Praha : Portál, 2006. 192 p. ISBN 80-7367-096-8.
18. VALENTOVIČOVÁ, D.: Social-cultural contexts of communication. In: PETRANOVÁ, D., ČÁBYOVÁ, Ľ. (eds.): *Media Relations I.* Trnava : Fakulta masmediálnej komunikácie UCM, 2011, p. 184 – 206. ISBN 978-80-8105-228-6.
19. PRAVDOVÁ, H.: *Systém a organizácia práce v tlačovom médiu*. Trnava : Fakulta masmediálnej komunikácie UCM v Trnave, 2004. 123 p. ISBN 80-89034-74-8.
20. RUSS-MOHL, S., BAKIČOVÁ, H.: *Žurnalistika*. Praha : GRADA, 2005. 316 p. ISBN 80-2470158-8.
21. TUŠER, A.: *Ako sa robia noviny*. Bratislava : Eurokódex, 2010. 288 p. ISBN 9788089447237.
22. KOŠČO, J.: *Žurnalistické žánr y v televizi*. Brno : Novinář, 1984. 180 p. No ISBN.
23. MORLEY, D., NEILSEN, P. (eds.): *The Cambridge Companion to Creative Writing.* Cambridge : Cambridge University Press, 2012. 243 p. ISBN 978-0-521-14536-7.
24. JENČA, I.: *Rozhlasové spravodajstvo*. Bratislava : X Art, 2004. 166 p. ISBN 90-969255-0-4.

25. CHUDINOVÁ, E., LEHOCZKÁ, V.: *Fenomén rozhlasu v systéme masmédií. Základy teórie rozhlasovej žurnalistiky v systéme masmediálnej komunikácie*. Trnava : Fakulta masmediálnej komunikácie UCM, 2005. 230 p. ISBN 80-89220-04-5.
26. TUŠER, A.: *Praktikum mediálnej tvorby*. Bratislava : Eurokódex, 2010. 368 p. ISBN 978-80-89447-16-9.

INTERNET SOURCES:

1. IL'INYKH, S. A.: Masculinity and femininity: Interpretation in terms of the gender theory. In: *Meždunarodnyj naučno-issledovatel'skij žurnal,* 2012. ISSN 2227-6017. Available at: http://research-journal.org/en/issue-october-2012