



Culture and Mass Media Economy

Basic information



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Please contact us before each consultation

Schedule

Harmonogram Spring 2016			
Date	Place	Topic	teacher
23 th February	First class session (class S308)	Introduction to course	Vojtěch Müllner
8 th March	Second class session (class S308)	Public support of culture	Jana Rozmarinová
22 nd March	Third class session (class S308)	Marketing for cultural organization	Vojtěch Müllner
5 th April	Fourth class session (class S308)	Mass Media economy	Jana Rozmarinová
6 th April	Janacek Theater	Visit of the play " <i>La traviata</i> " (written by Giuseppe Verdi)	Jana Rozmarinová, Vojtěch Müllner
19 th April	Fifth class session (class S308)	Presentation of semester projects	Jana Rozmarinová
3 th May	Excursion in the center of Brno	Sightseeing tour in the center of Brno	Vojtěch Müllner, Jana Rozmarinová
17 th May	Sixth class session (class S308)	Final exam	Vojtěch Müllner

Voluntary part of Culture and Mass Media Course

- First session - Introduction to course
- Second session - Public support of culture
- Third session - Marketing for cultural organization
- Fourth session - Mass Media economy

!! Final exam will be written from these topics!!

Mandatory part of Culture and Mass Media Course

- Write and hand out semestral work
- Present main points from semestral work
- Sightseeing tour in the center of Brno
- Visit of the play "*La traviata*"
- Visit permanent exhibition in Moravian gallery
- Write a final exam

Semestral work

- Student must hand out seminar work in paper form until **3th May**. The topic and outline of the seminar work will be available in the information system (www.is.muni.cz)
- Topic: *„Financial issue and support of culture in my country“*

Presentation of semestral work

Presentation (19th April)

- The presentation of seminar work will be on **19th April** in room S308
- Each student will present his seminar work during short presentation.
- Presentation could be with or without PowerPoint support (it is up to each student)
- Minimal duration of presentation is 4 minutes and maximal duration of presentation is 6 minutes
- Student have to be able answer some question from audience

Sightseeing tour in the center of Brno

- Tour will be in time of class session
 - Date:3th May
- Sightseeing tour will be realized in any weather
- Duration of sightseeing tour will be approximately 90 minutes
- You will get basic information per email

Visit of the play “*La traviata*”

- “*La traviata*” is play written by Giuseppe Verdi
- Important information
 - Date and time :**6th April in 19:00**
 - Meeting time and place: **18:30 in front of Janacek Theatre**
 - Dress code: **decent clothes or formal clothes**
- Each student buys ticket by himself (reservation are available on web sites <http://online.ndbrno.cz/ndbrno/main/list/titledetail/90046-la-traviata>)
 - **Don't forget to buy ticket in time because the OFFER IS LIMITED**

Visit permanent exhibition in Moravian gallery

- Each student must visit by himself permanent exhibition in Moravian gallery during spring semester). The permanent exhibitions are for free. Each student must bring ticket to satisfy this condition till 3th May.

(<http://www.moravska-galerie.cz/moravska-galerie/navsteva-mg/vstupne.aspx?lang=en>)

Final exam

- To set the test must student fulfill obligatory part of course Culture and Mass Media Economy
- The final test will be written on 17th May in classroom S308
- The test consists of 20 multiple choice questions (only one question is right). Total time for writing the test is 30 minutes

Final exam (cont.)

- Evaluation of the test is as follows:

Total points in %	grade
100%-95%	A
94% - 85%	B
84% - 75%	C
74% - 65%	D
64% - 60%	E
<60%	F