



Culture and Mass Media Economy

Basic information



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Objectives of the course

- Introduce economic substance of culture and mass media
- Let student think about ways to satisfy cultural needs of people
- Introduce concrete cultural institutions

Study methods

- Lecture session
- Group work
- Excursions to institutions

Schedule

Schedule spring 2018

Date	Place	Topic	Tutor
19 th February	First class session (class P312)	Introduction to the course-data	Vojtěch Müllner
26 th February	Second class session (class P312)	Economy of Culture	Vojtěch Müllner
5 th March	Third class session (class P312)	Public Support of Culture	Vojtěch Müllner
2 nd April	Fourth class session (class P312)	Mass Media economy	Vojtěch Müllner
23 rd April	Fifth class session (class P312)	Marketing for Cultural organizations	Vojtěch Müllner
7 th May	Excursion in the center of Brno	Sightseeing tour in the center of Brno	Vojtěch Müllner
8 th May	Janacek Theatre	Visit of performance " <i>Carmen</i> " (written by Georges Bizet)	Vojtěch Müllner
14 th May	Sixth class session (class P312)	Final exam	Vojtěch Müllner

Obligatory part of Course

- Take part in at least 2 of 4 class session
- Take part in sightseeing tour in the center of Brno
- Visit performance of opera “*Carmen*”
- Visit permanent exhibition in Moravian gallery
- Write a final exam

Class session

First part

- Work in small groups
- Group deal with list of questions

Second part

- Discussion and presentation of results
- Tutors presentation and advanced explanation

Study method

- Work with online materials
- Necessary to have in group at least one device with WI-FI

Sightseeing tour in the center of Brno

- Tour will be in time of class session
- 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 performance “*Carmen*”

- “*Carmen*” is play written by Georges Bizet
Important information
 - Date and time: Wednesday **8th April in 19:00**
 - Meeting time and place: **18:40 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://www.ndbrno.cz/programme?method=newProgram¶ms\[from\]=¶ms\[month\]=5¶ms\[year\]=2019](http://www.ndbrno.cz/programme?method=newProgram¶ms[from]=¶ms[month]=5¶ms[year]=2019))
 - **Don't forget to buy ticket in time because the OFFER IS LIMITED**

Visit permanent exhibition in Moravian gallery

- Each student should by himself visit permanent exhibition in Moravian gallery during spring semester.
- The permanent exhibitions are without entrance fee.
- To evidence your attendance on exhibition I ask you to bring me till 7th May the ticket.
- Link:<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 14th May in classroom P312
- 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

Short paintings Quiz

Who is author of these paintings?









Claude Monet 1875





Results

- Pablo Picasso
- Edvard Munch
- Vincent Van Gogh
- Claude Monet
- Josef Lada
- Andy Warhol