



Culture and Mass Media Economy

Basic information



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Contacts

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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 in context of sources
- Introduce selected cultural institutions

Study methods

- Lecture session
- Group work
- Individual work
- Discussion
- Excursions to selected institutions

Schedule

| Schedule spring 2022 | | | |
|---------------------------|-----------------------------------|--|-----------------|
| Date | Place | Topic | Tutor |
| 22 nd February | First class-session (class S313) | Introduction to the course-data | Vojtěch Müllner |
| 8 th March | Second class-session (class S313) | Economy of Culture | Vojtěch Müllner |
| 22 nd March | Third-class session (class S313) | Public Support of Culture | Vojtěch Müllner |
| 5 th April | Fourth-class session (class S313) | Mass Media economy | Vojtěch Müllner |
| 19 th April | Fifth-class session (class S313) | Investment in culture | Vojtěch Müllner |
| 26 th April | Sixth-class session (class S313) | Marketing for Cultural organizations | Vojtěch Müllner |
| 3 rd May | Excursion in the center of Brno | Sightseeing tour in the center of Brno | Vojtěch Müllner |
| 4 th May | Janacek Theatre | Visit of performance “La bohème” (written by Giacomo Puccini) | Vojtěch Müllner |
| 17 th May | Exam | Final exam | Vojtěch Müllner |

Obligatory part of Course

- Take part in at least 3 of 5 class session
- Take part in sightseeing tour in the center of Brno
- Visit performance of opera "*La bohème*"
- 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 “*La bohème*”

- “*La bohème*” is play written by Giacomo Puccini
Important information
 - Date and time: Tuesday **4th May 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 (<https://www.ndbrno.cz/en/program/la-boheme-2/>)
 - **Don't forget to buy ticket in time because the OFFER IS LIMITED**

Final exam

- To set the test must student fulfil obligatory part of course Culture and Mass Media Economy
- The final test will be written on 17th May during our class session
- 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:

| Points | Percentage | Grade |
|--------------|--------------|-------|
| 20-19 | 100 % - 95 % | A |
| 18-17 | 90% - 85 % | B |
| 16-15 | 80% - 75 % | C |
| 14-13 | 70% - 65 % | D |
| 12-11 | 60% - 55 % | E |
| less than 11 | <55 % | F |

Recommended literature

Literature in English:

- TOWSE, R., 2019. A Textbook of Cultural Economics. Cambridge university press. ISBN 978-1-108-42168-3.
- FUCHS, CH., 2015. Culture and economy in the age of social media. Routledge. ISBN 978-1-138-83929-8.
- HALLMANZIK, CH., 2020. Cultural Economics. Agenda Publishing. ISBN 978-1788211628.

Literature in Czech:

- SVOBODA, F., ŠKARABELOVÁ, S., 2020. Ekonomiky Kultury. Muni Press. ISBN 978-80-210-9633-2