



# 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 financial sources
- Introduce selected cultural institutions in Brno

# Study methods

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

# Schedule

Schedule spring 2022			
Date	Place	Topic	Tutor
<b>21<sup>st</sup> February</b>	First class-session (class S313)	Introduction to the course-data	Vojtěch Müllner
<b>7<sup>th</sup> March</b>	Second class-session (class S313)	Economy of Culture	Vojtěch Müllner
<b>21<sup>st</sup> March</b>	Third-class session (class S313)	Public Support of Culture	Vojtěch Müllner
<b>4<sup>th</sup> April</b>	Fourth-class session (class S313)	Mass Media economy	Vojtěch Müllner
<b>5<sup>th</sup> April</b>	Janacek Theatre	Visit of opera “Falstaff” written by Giuseppe Verdi ( <a href="https://www.ndbrno.cz/en/program/falstaff/">https://www.ndbrno.cz/en/program/falstaff/</a> )	Vojtěch Müllner
<b>18<sup>th</sup> April</b>	Fifth-class session (class S313)	Investment in culture	Vojtěch Müllner
<b>25<sup>th</sup> April</b>	Sixth-class session (class S313)	Marketing for Cultural organizations	Vojtěch Müllner
<b>2<sup>nd</sup> May</b>	Excursion in the center of Brno	Sightseeing tour in the center of Brno	Vojtěch Müllner
<b>16<sup>th</sup> May</b>	Exam (class S313)	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 "*Falstaff*"
- 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*”

- “*Falstaff*” is play written by Giuseppe Verdi  
Important information
  - Date and time: Tuesday **5<sup>th</sup> 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/falstaff/>))
  - **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 17<sup>th</sup> May during our class session
- The test consists of 20 questions. 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